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AUGUST 20, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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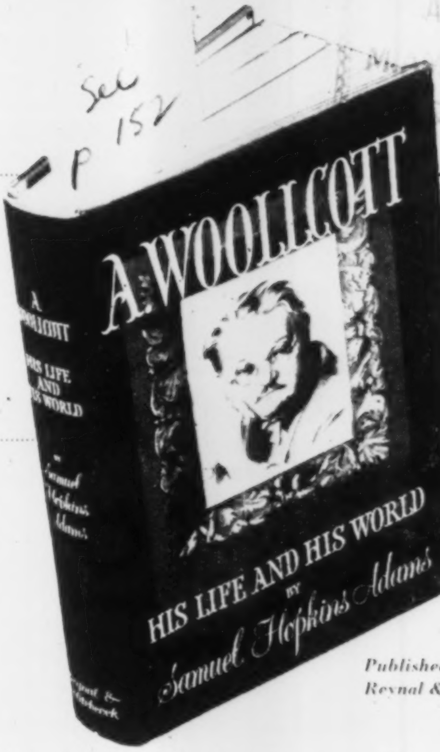
See p 152

a moment,
Mr. Adams, please?



Published by
Reynal & Hitchcock

IN ITS SOMETIMES SLOW, but usually intent, way, WOR finally got around to reading Samuel Hopkins Adams' delightful biography of Alexander Woollcott, "A. Woollcott—His Life and His World."

WOR is not a critic, and, even if it were, it would hesitate to add its one plaudit to the hundreds that Mr. Adams' book has received. But WOR is kind of proud, and it would like to take Mr. Adams pleasantly to task for a statement made on page 152.

Writes Mr. Adams, "He (A. Woollcott) made his debut with the Mutual Broadcasting System, on station WOR, in September 1929 . . . WOR was a pioneering outfit, willing to take chances in exploration of the developing entertainment field."

Why, Mr. Adams, dear sir, please! That *past* tense! "WOR *was* a pioneering outfit in the entertainment field . . ." Why, Mr. Adams, WOR *is* a pioneer, and has been for years more than two decades.

It is—and was—WOR's pioneering in household help shows; i.e., Bessie Beatty, Martha Deane, et al., that focused a bright light on a field of radio showmanship that has long been nationally luminous. It was—and is—WOR's shrewd and generous development of total radio news coverage that has, partially, made it the great American station that it is. It was—and is—WOR's unerring ability to spot talent like A. Woollcott, Morton Gould, Richard Huey, Sunny Skylar and many others that has helped it build one of the strongest and most listenable programming schedules in modern American radio.

NOTE—to agencymen and sponsors: If you would like to take advantage of the advice of people who make a habit of consistently picking shows and talent that arouse local and national acclaim—on both sides of dealers' counters—simply call PE 6-8600, or write . . .

that power-full station **WOR**

at 1440 Broadway, in New York

MUTUAL

XUM

Silo, big dairy barn, and electrically cooled milkhouse show in this view of part of the Fields farm near Kewanna, Fulton County, Indiana.

Nine-year-old Roger has been driving the tractor for his father, because help is difficult to obtain and production must be maintained. Mr. Fields has just one hired hand; farms 277 acres, grinds feed, milks 24 cows, and finds time for custom combining and cornpicking on nearby acreages.

The Fields family, old friends of WLS. Mr. Fields is at left, by one of the two radios. On the radio is the cup given Mr. Fields for top alfalfa production. On the floor is 9-year-old Roger; standing, 11-year-old Shirley (now in 4-H club). On the davenport are Sandra, 7; John, 3; Mrs. Fields; and 4-year-old Richard.

Cross Section

OF YOUR MIDWEST MARKET

THE FIELDS FAMILY OF FULTON COUNTY—PROSPECTS FOR YOUR PRODUCT

THE FIELDS of Fulton County, Indiana; Cecil, Lula Mae, and five healthy youngsters; are a modern family. Their standard living equipment includes electricity, refrigeration, car, tractor, telephone, and two radios.

Farming 277 rich, Indiana acres, Cecil Fields has received the Kiwanis cup for the county's best alfalfa production three years straight. Fifty fine Holstein cattle, electrically cooled milkhouse, White Rock Poultry flock, herd of hogs, Farm Bureau membership, daughter Shirley's 4-H work: these show the quality farm life the Fields enjoy; the substantial market WLS listening friends make for your product.

To the Fields family, WLS *is part of daily living;* hearing the station since 1926, they have come to depend on Dinnerbell's information and entertainment, the news and weather provided by Julian Bentley, Ervin Lewis and Gil Hix. They see WLS entertainers annually at their county 4-H Fair. Mrs. Fields tunes in Martha and Helen of WLS Feature Foods; the whole family enjoys the WLS National Barn Dance.

Since 1924, WLS has worked for Midwest American families like the Fields. Our million letters a year indicates both the size of this audience and the *response* our *friendly service* brings. To profit from this responsive four-state audience, use WLS. Any John Blair man can give you more facts about WLS, its audience of old friends, and established programs now available.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

950 WPEN BRINGS PHILADELPHIANS "ROBIN HOOD DELL"

- Music in picturesque Robin Hood Dell is a summertime habit with Philadelphians. Thousands crowd this open-air concert hall at every performance to hear symphonies, light classics, popular singers. And this summer, thousands more have listened over WPEN.
- These concerts are only one of the new programs offered by WPEN since ***The Evening Bulletin,*** America's largest evening newspaper, took over the ownership and operation. Like the Robin Hood Dell music, other new programs have a distinctive appeal to listeners in the Philadelphia area.
- WPEN newscasts have won wide popularity. They're on the air every hour on the hour—direct from ***The Evening Bulletin*** news-rooms. Philadelphians count on them.

950 WPEN . . . the Station for Philadelphians

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WINSTON CHURCHILL said in a Commons speech the other day that several issues remained unresolved after Potsdam. Don't be surprised to learn that one of them concerns categorizing radio, with the press, as "free". There are those who consider radio purely an instrument of the state—and we don't mean England.

NAVY had about completed magnificent broadcast setup for coverage of projected Japan invasion. Two battleships, *Iowa* and *Missouri*, had special broadcast rooms 15x15 feet, including 3½ kw transmitters and latest input equipment. Four command ships were completely equipped for broadcasts to U. S., and three other vessels with broadcast, press and radiophoto facilities were to house and feed 50 correspondents each. New weatherized jeeps, one to a ship, were to land on the beaches. They have FM equipment to reach ship transmitters. a lot of new portable stuff was to be used.

EDWARD R. MURROW, CBS European chief and "unofficial ambassador to England", in November is slated for three-month inspection tour of Pacific theater. Plans beyond that are unknown but he is not expected to return to Europe, being slated for international broadcasting executive post. Trip would give him worldwide radio perspective.

LONG-AWAITED plans for peacetime construction and operation of stations should come out of FCC this week. FM Rules and Regulations expected within a month. These and other reconversion matters such as FM, television and facsimile may keep Commissioner E. K. Jett from going to Rio conference Sept. 3. Commissioner Ray C. Wakefield likely to take his place.

LOOK for immediate repeal of war time by Congress when it convenes Sept. 4 instead of waiting for the automatic "six months after" suspension. Congress can abolish war time by concurrent resolution and pressure for standard time has been growing. Meantime stations are replacing "war time" designation in time signals by "peace time". Among the first: WNAX Yankton, S. D., WHBC Canton, O., and WHP Harrisburg, Pa., all starting "peace time" announcements immediately after surrender.

MR. PRICE, incidentally, will take a long vacation after he closes the books finally at OOC. Latter still exists as a government agency but, as its director says, "we are now in the waste paper and second hand furniture business".

ALTHOUGH CENSORSHIP was concluded last week by Byron Price, director, John E. Fetzer, assistant director in charge of broadcasting and now traveling in Europe with a group of fellow radio men, is not out of a job. He has one assignment to complete upon his return, his boss says. That's probably the task of writing history of radio's voluntary censorship for the Archives.

ABE SCHECHTER and his staff apparently

(*Continued on page 90*)

Upcoming

Sept. 3: Inter-American Radio Conference, Rio de Janeiro.

Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Waldorf Astoria, New York.

Sept. 19: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.

Oct. 1-2: NAB Board meeting, Washington, and inauguration of new President Justin Miller.

Oct. 23: Clear channel hearings before FCC, Washington.

Bulletins

JOHN WHITMORE resigned Friday as MBS news director to join Associated Broadcasting Corp., fifth coast-to-coast network opening September 16. As eastern manager he will headquarter in New York and have charge of all network's eastern activities, coordinating them with headquarters in Grand Rapids. Ed Pancoast, formerly on sales staff of WINS New York, named sales manager of Associated, operating from New York. Both appointments effective Aug. 20.

NEWS operation of American "will be adapted to the changing times," Robert E. Kintner, vice-president, said Friday in memo to network's news and special events staff. More emphasis will be placed on domestic news, with on-the-spot reporting by network's own men. American will continue its thorough coverage of Washington and will maintain its overseas staff, with "personnel skilled in both political analysis and general reporting. Besides giving the news accurately and swiftly, we must continue our careful interpretations of the meaning of events," the memo concluded.

CAB RECOGNIZES AGENCIES

FORTY-NINE agencies, a record number, have been enfranchised by Canadian Assn. of Broadcasters for fiscal year ending May 31, 1946. Nine agencies have parent offices in the United States: Atherton & Currier, Dancer-Fitzgerald-Sample, D'Arcy Adv., Ellis Adv. Co., Erwin, Wasey of Canada, Kenyon & Eckhardt, Ruthrauff & Ryan, J. Walter Thompson Co., Young & Rubicam.

CROSLEY CANCELLATIONS

WAR contracts totaling $35,000,000 with Crosley Corp. were cancelled by War Dept., Army Air Forces and Navy. Employes were told to work Friday, but company indicated cancellations eventually would cause layoffs.

STROMBERG NEEDS 3 MONTHS

CIVILIAN production is now possible due to war cancellations, according to Lee McCanne, Stromberg-Carlson v-p and general manager. Though time is uncertain, he estimates company needs three months to get into full production of radios.

Business Briefly

PABST BRINGS KAYE ● Pabst Sales Co., Chicago (beer) brings *Danny Kaye Show* to air Sept. 28, 10:30-11 p.m. on CBS. After first broadcast comedian leaves on six-week USO overseas tour, guest stars substituting. Goodman Ace will write Kaye series. Agency, Warwick & Legler, N. Y.

THRILLER RETURNS ● Thomas J. Lipton Inc., Hoboken, N. J. comes back Aug. 28 with *Inner Sanctum* on 142 CBS stations, Tuesday, 9-9:30 p.m. Agency, Young & Rubicam, N. Y.

BENRUS IN BOSTON ● Benrus Watch Co., New York, starts sponsorship Sept. 3 of new five-weekly five-minute show, 6:40-45 p.m. on WEEI Boston, featuring Lt. Charles J. Ashley, former WEEI night news editor recently released from the Navy. Local names in the news will be highlighted. Contract for 52 weeks placed through Radio Sales, N. Y., by Young & Rubicam, New York.

NAMES RIDGWAY ● Ph. H. Postel Milling Co., Mascoutah, Ill., appoints Ridgway Co., St. Louis, as agency. Will use radio in South for Postel's Elegant flour.

CANDY ACCOUNT ● Confections Inc., Chicago (Snacks) moves account from Paul Grant Adv., Chicago, to Olian Adv., Chicago, effective Sept. 1.

TRACTOR BUSINESS ● Harry Ferguson Inc., Dearborn, Mich. (Ford-Ferguson tractors), plans 39-week spot campaign starting about Oct. 1 through Fuller & Smith & Ross, Cleveland.

'WE THE PEOPLE' FIRST;
BIG AUDIENCE FOR BIG NEWS

WE THE PEOPLE, with 12.5 rating, was most popular network commercial program first week in August, according to Aug. 15 report of C. E. Hooper Inc. on nighttime network listening. Dr. I. Q. was second with an 11.8, Take It or Leave It third with 11.5. Remainder of the first 15: Man Called X 11.1; Mr. District Attorney 10.4; Vox Pop 10.4; Crime Doctor 10.0; Substitute for Winchell 9.9; Phil Harris 9.8; Your Hit Parade 9.6; Gabriel Heatter 9.5; Screen Guild Players 9.4; Lowell Thomas 9.0; Jack Haley 8.8; Dr. Christian 8.8; Can You Top This 8.8; Buelah Show 8.8.

Figures on daytime listening for week preceding official announcement of Japanese surrender, compared with comparable weekdays in July, released Friday by Hooper, show effect of important news on listening. On Tuesday, Aug. 14 sets-in-use averaged 34.8 between 8 a.m. and 6 p.m. compared to 12.9 Tuesday July 10. Previous Wednesday, Aug. 8, when Russia declared war on Japan, showed average daytime sets-in-use of 14.7, compared with 13.3 Wednesday, July 11. Thursday, Aug. 9, had average daytime sets-in-use average of 27.5, compared to 12.8 for July 13.

NBC SURRENDER COST

CANCELLATIONS for NBC network and O&O stations and talent rebates were estimated Friday to have cost the network $200,000, including the Sunday Day of Prayer.

XUM

WORLD BEAT

Max Jordan, from Berne, Switzerland—4:18 p.m., Tuesday, August 14, 1945

"Within approximately two hours from now the White House in Washington will have the complete transcribed facts of the Japanese reply to the last message of the Allies in relation to their demand of unconditional surrender . . . the general impression in Diplomatic Quarters (is) that Japan has accepted the terms of the Allies in principle, and that the war is over."

These historic words of NBC's Max Jordan scooped the world's Press and Radio with a clear-cut "beat" on the most important, most eagerly awaited news story of modern times. It was Max Jordan, too, who scooped Press and Radio before the war began with news of the "Peace in Our Time" Munich Pact.

This kind of reporting . . . plus NBC's reliable day-to-day coverage—is what audiences have come to expect, and why, when great events are pending, they tune first to NBC, "America's Number 1 Network" . . . for NEWS, too.

SPECIAL CAB 81-CITY REPORT
FRIDAY, AUGUST 10

Here's the *first available* record of how America followed the news after the first electrifying flash of Domei . . . Japan's willingness to surrender:

IN THE MORNING (9 TO 12 A.M.)
NBC, with an average rating of 8.2, had a 67% greater audience than any other network.

IN THE AFTERNOON (12 TO 6 P.M.)
NBC, with an average rating of 6.8, had a 58% greater audience than any other network.

IN THE EVENING (6 TO 10:30 P.M.)
NBC, with an average rating of 8.4, had a 42% greater audience than any other network.

National Broadcasting Company

America's No. 1 Network

NBC

A Service of Radio Corporation of America "by the company he keeps"

MENTHOLATUM COMPANY

Three 15-minute Musical programs per week . . .

J. Walter Thompson, N. Y.

ORCHARD & WILHELM CO.
(Furniture)

Three 15-minute News periods weekly . . . Now in THIRD year . . .

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio

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At Washington Headquarters

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Editor and Publisher

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An Acknowledgment

As broadcast by and over Mutual

Wed., Aug. 15, 1945 at 12:30 A.M.

The Mutual Broadcasting System and its affiliated stations—274 stations—from coast to coast, at this time pause to say "thank you" to the many men and women who made these broadcasts possible. Broadcasts which started on December 7, 1941 and which reached a climax tonight at 7:00 P.M. when Mutual proudly flashed the first word of President Truman's surrender statement.

We intrude on your time—you the listener—to tell you that thousands of American men and women, each with his or her particular job, played an important part in bringing to your radio set the biggest news in the history of the world.

Engineers, announcers, technicians, musicians, producers, actors, writers, newsmen in every station across the land all filled important roles in bringing you the news quickly, accurately, continuously. Our commentators, reporters, war correspondents all were part of this vast organization geared to bring American listeners their prize heritage—free and unbiased news. In fact, two of Mutual's war correspondents paid the supreme sacrifice on the field of battle in their jobs of reporting to you—the listener.

This tremendous task of world news coverage, culminating in the surrender of the Japanese empire, would not be possible if all those associated with our industry did not participate, gladly and willingly. To our associated stations, our sponsors, our employees, we value your cooperation highly.

Mutual gratefully acknowledges the cooperation of the vast news services—the Associated Press, International News Service and the United Press. Without the cooperation of the foreign broadcasting systems, no overseas reports would have been possible. To the British Broadcasting Corporation, Radio Chungking, Radio Moscow, Radio France, and Swedish Radio, we say "thank you". Without the cooperation of the Army Signal Corps and Navy Communications, few broadcasts would have been possible from the scene of battle. And it is through these same agencies that we hope to bring you the broadcast of the actual surrender when General MacArthur assumes command over occupation troops in Japan.

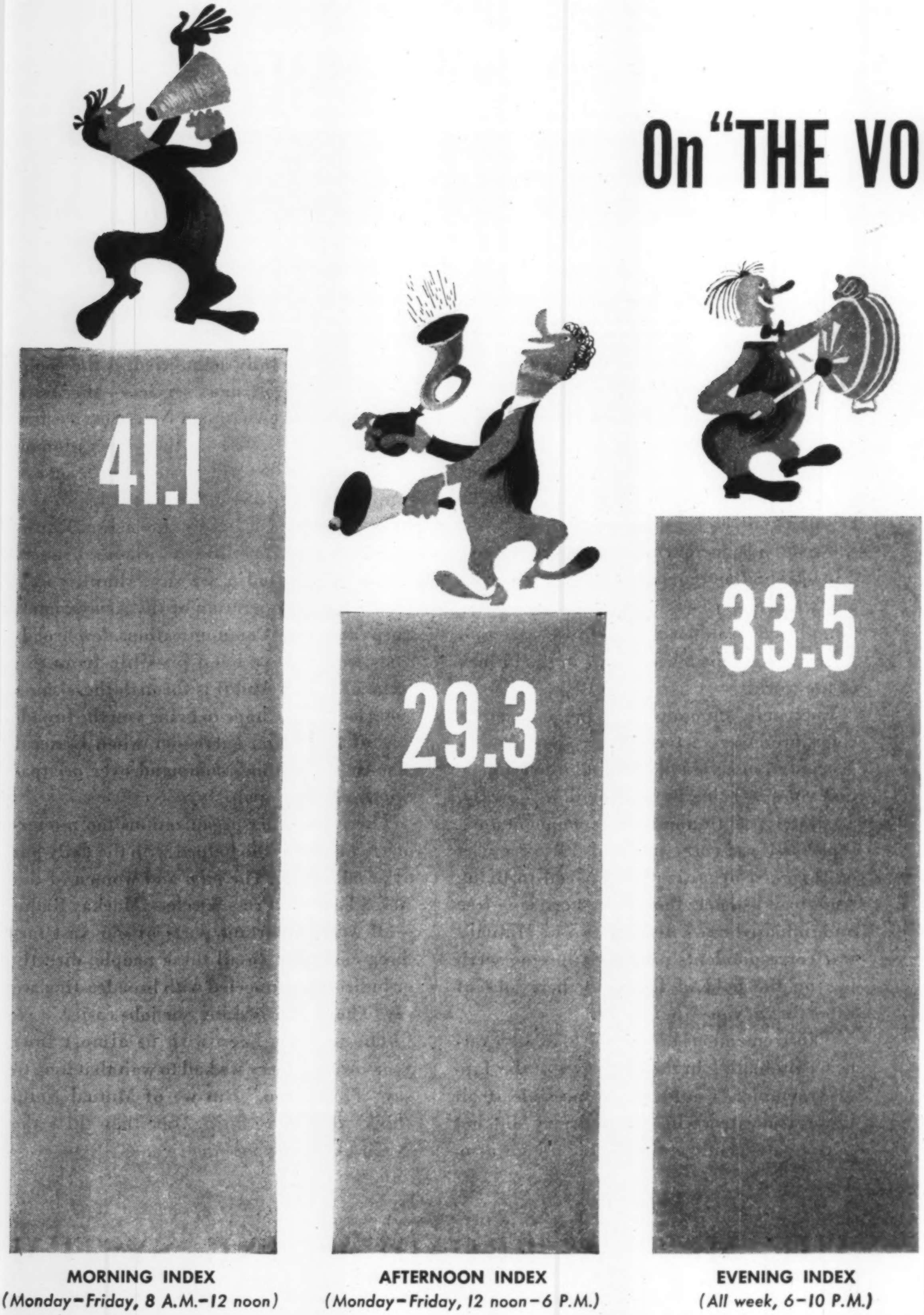
There are other organizations too numerous to mention who helped with the daily job of broadcasting. The men and women of the A.T.&T., RCA, Press Wireless, Mackay Radio—all were important parts of our vast far-flung coverage. To all these people, directly or indirectly connected with broadcasting, we say "Thanks for making our jobs easier."

The war has been with us almost four years. We are sorry we had to wait that long to say "Thank you." But we of Mutual could think of no more fitting time than this—the Night of Victory for America.

THE MUTUAL BROADCASTING SYSTEM

XUM

On "THE VOICE



C. E. HOOPER SHARE OF AUDIENCE RATINGS FOR ST. LOUIS *(December 1944–April 1945)*

OF ST. LOUIS"...

our ratings speak for themselves!

They speak your language, and straightforwardly. The story they tell is anybody's business. It's a salesworthy story that spears the attention of sponsors: *a weeklong 33% share of audience**—*22% greater than that enjoyed by any other St. Louis station.*

Look, too, at our news program superiority: Consider, for sample's sake, our *Dr. Samuel Johnson,* an able, keen news analyst. *Few programs lead all competition from their very first rating period—but that's exactly what his morning news show (8:00-8:15 A.M. Monday-thru-Saturday) has done.*

Dr. Johnson began at the top with a 3.8°—highest rating in St. Louis for the time period—and worked up. In a swift eight-month rise, he built his following to a 5.2.° It's unshakeable evidence that *Dr. Johnson's* sound knowledge and appraisal of world events have a high place among mid-Mississippi Valley radio listeners.

High-riding ratings like that are also testimony to KMOX's smart sense of program timing—the kind that keeps us first with audiences, even in the highly competitive noon and nighttime periods when all four network stations in St. Louis offer news.•

For more straight facts about KMOX dominance, call us or Radio Sales. Our ratings not only speak for themselves—*they can speak for you, too.*

**Hooper, December 1944-April 1945 Listening Index (including Saturday and Sunday daytime)*

°Hooper, Fall-Winter, 1944-45 vs. Hooper, Winter-Spring, 1945

•CBS Listener Diary, Spring, 1945

KMOX

COLUMBIA OWNED
50,000 WATTS
CLEAR CHANNEL

CBS

THE VOICE OF ST. LOUIS

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

72 broadcasts

$600,000

worth of

BONDS

When the Airmada visited Washington, the D.C. War Finance Committee asked WWDC to tie up with the Congressional Club and the Army Air Forces.

We did—with the usual WWDC showmanship. Every 15 minutes, for two solid days, we broke into our regular schedule with a 90-second airport interview. Government officials, pilots, just plain bond-buyers were brought to the mike. Result—a record-breaking crowd and more than $600,000 in bond sales.

Advertisers, too, can capitalize on the WWDC flair for showmanship.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

Feature of the Week

WHAT was the best radio story of the war?

Broadcasters differ widely. A poll conducted by BROADCASTING brought the following replies:

Royal Arch Gunnison, Mutual: "The best story of the war was when President Roosevelt declared war against Germany and Japan because it meant we quit kidding around."

Robert Kintner, vice-president of American in charge of public relations: "The attack on Pearl Harbor."

Leif Eid, Richard Harkness and Morgan Beatty, NBC, agreed: "The best story was President Truman's announcement that the war was over."

Bob Evans, CBS: "Churchill's defiance of the Germans in his famous 'We shall never surrender' sueech."

Bill Shadell, CBS: "D-Day."

Claude Mahoney, CBS: "The atomic bomb."

Russ Hodges, Mutual: "Pearl Harbor was the outstanding radio story."

Bob Trout, CBS: "The greatest war story was D-Day but the atom bomb made the biggest story of the age, or no war."

Baukhage, American: "Radio's biggest contribution was its coverage of Roosevelt's death and the changeover to Truman."

Billy Repaid, Mutual: "I'm picking the one I think will live the longest in the history books: Churchill's announcement after Dunkirk."

Gunnar Back, CBS: "The biggest radio story of the war was the death of Roosevelt. Considering that it came suddenly and was handled without preparation, it seems to me radio did a beautiful job."

Ralph Peterson, NBC: "I'll go along with Leif, Harkness and Beatty that the big story was the end of the war."

Robert St. John, NBC: "D-Day was the most important story because on that day the war was really won."

John Vandercook, NBC: "I think the V-2 rocket bomb was the most important story because that was the beginning of the war of remote control."

Ray Henle, American: "From a radio performance standpoint it was D-Day but I think the most terrific story of the war was the atomic bomb."

H. V. Kaltenborn, NBC: "The most important story of the war was Pearl Harbor, when the United States went into the conflict."

Douglas Coulter, CBS: "The revelation of the atomic bomb is the most important story because the implications of this . . . make even the war itself pale into comparative insignificance."

W. W. Chaplin, NBC: "I think it was the atomic bomb because it hastened the end of this war and holds promise of meaning the end of all wars."

Earl Godwin, NBC: "I think the outstanding radio story of the war was the invasion of France."

Frank Singiser, Mutual: "The atom bomb."

A. A. Schechter, Mutual: "The harnessing of atomic power by Allied scientists."

David Wills, American: "The most dramatic single event on the radio was Churchill's speech after Dunkirk. That speech changed the history of the war."

Sellers of Sales has been omitted this week to make room for broadcasters' opinions on radio's best war story.

KALL to Fete Weiss

PRIOR to commencing operations on Sept. 30, KALL, new 1 kw Salt Lake City station, will play host Sept. 4, 5 and 6 to Lewis Allen Weiss, vice chairman of Mutual's board of directors and general manager of Don Lee's network. Visits to the Geneval Steel Plant, the Clearfield Naval Supply Depot and Army Air Technical Service Command at Hill Field are included in the itinerary. On Sept. 5 Mr. Weiss will address the Ogden Rotary Club, with the management of KLO as host, and on Sept. 6 he will participate in open house festivities for the new KALL studios in downtown Salt Lake.

New Majestic Plant

MAJESTIC RADIO & Television Corp. will soon occupy its third plant, it was announced last week by E. A. Tracey, president. Modern factory will be built on land recently acquired north of Elgin, Ill., and initial units will comprise a main manufacturing facility, general office building and a power house and shipping department. Factory unit is scheduled for occupancy first of next year and general offices by early spring. Cost has been estimated at $600,000. Majestic now operates plants in Chicago and St. Charles, Ill.

LSMFT Panties

ETHEL SMITH, rhythm organist and film star, recently dropped into the lingerie shop that makes her undies, to order a dozen pair of panties. When the designer suggested that three initials embroidered on the undies would look fine, Miss Smith, who hasn't a middle initial, recalled her most recent assignment on Lucky Strike's *Hit Parade* program on CBS and ordered a dozen pairs with "LSMFT" delicately embroidered on them.

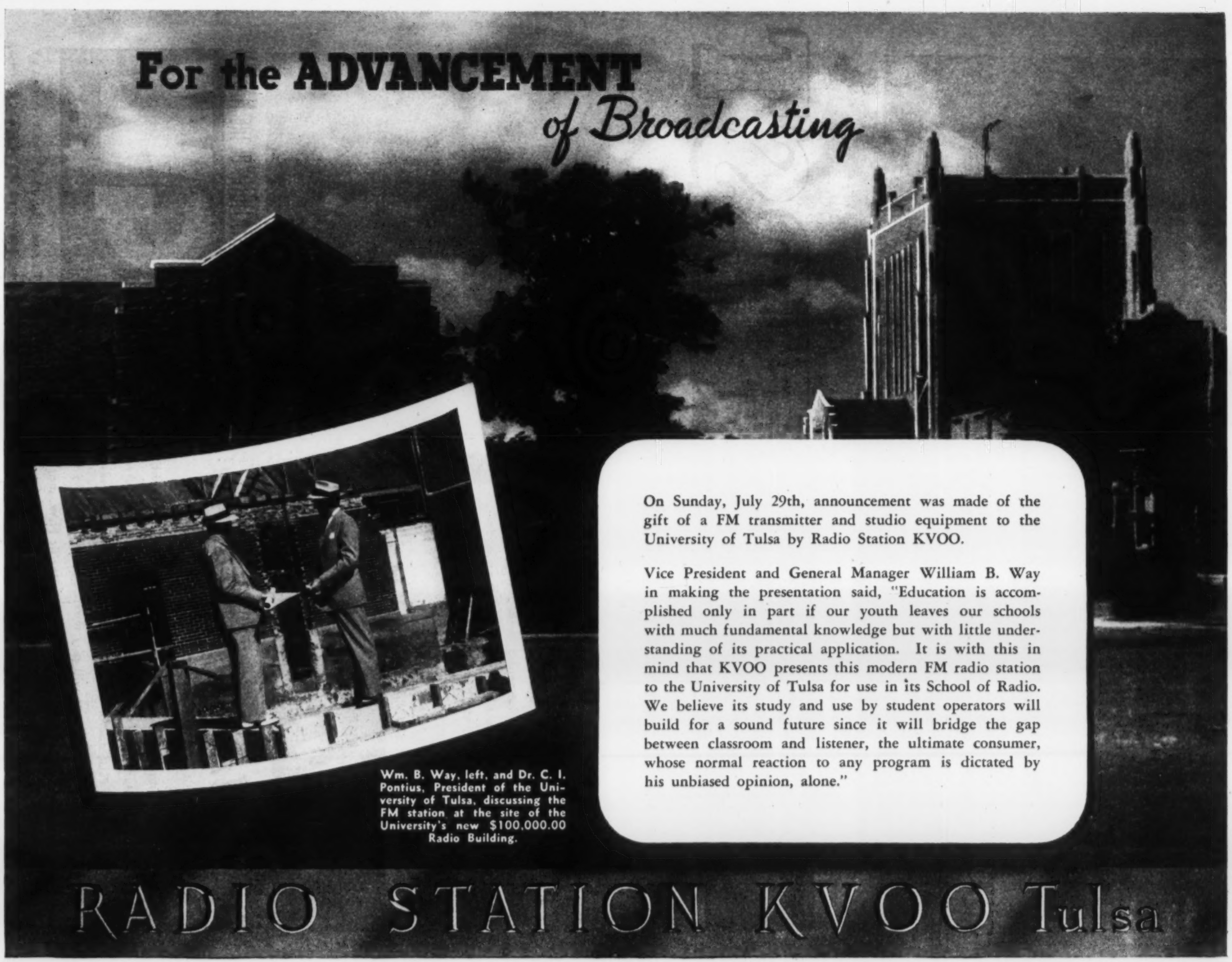
REACH THESE 2 PROFITABLE MARKETS..

WEST
EASTON
PENNSYLVANIA
Phillipsburg, New Jersey

WAZL
HAZLETON
PENNSYLVANIA

NBC
MUTUAL

Represented by
RADIO ADVERTISING COMPANY



For the ADVANCEMENT of Broadcasting

Wm. B. Way, left, and Dr. C. I. Pontius, President of the University of Tulsa, discussing the FM station at the site of the University's new $100,000.00 Radio Building.

On Sunday, July 29th, announcement was made of the gift of a FM transmitter and studio equipment to the University of Tulsa by Radio Station KVOO.

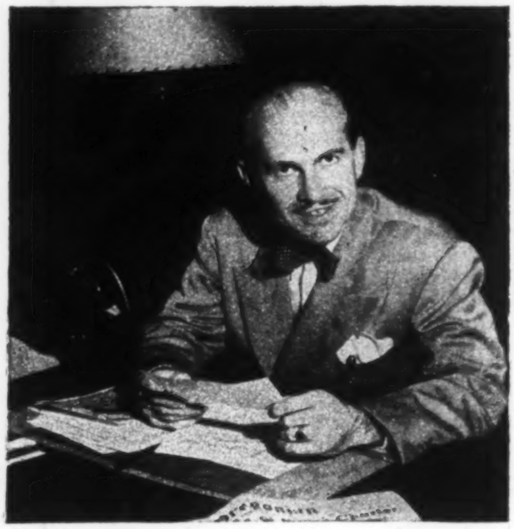
Vice President and General Manager William B. Way in making the presentation said, "Education is accomplished only in part if our youth leaves our schools with much fundamental knowledge but with little understanding of its practical application. It is with this in mind that KVOO presents this modern FM radio station to the University of Tulsa for use in its School of Radio. We believe its study and use by student operators will build for a sound future since it will bridge the gap between classroom and listener, the ultimate consumer, whose normal reaction to any program is dictated by his unbiased opinion, alone."

RADIO STATION KVOO Tulsa

first

... in War!

Elbert Hubbard was right with his "build a better mousetrap and the world will beat a path to your door" theory! The U. S. Treasury has just paid KGW the supreme compliment of naming assistant manager, H. Quenton Cox, assistant director in charge of national War Bond radio activities. "Q" is being loaned by KGW and we are sure that this will prove to be one of the best loans the U. S. Treasury has ever participated in. Yes, it's a "first" for any Portland radio station, and for KGW!



first

FIRST

... in Peace!

These radio pin-up gals, ready to go into their act, were photographed in the KGW studios in November, 1924. Frankly, we don't know whether it was "first" or not, but it probably was, because KGW was constantly pioneering then, just as it is today. KGW isn't content with just keeping up with the parade — KGW believes in **leading** it, has been doing so since 1922.

first

in Audience Influence...

KGW has been winning friends and influencing listeners for 23 eventful, thrill-packed years. Study your maps and your figures, and your surveys all you want to, this PLUS factor of audience influence **must** be present before your advertising investment will pay maximum dividends. By ALL measurements, KGW is your FIRST buy in the great Pacific N.W. market.

ONE OF THE **GREAT STATIONS** OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

POWER FOR GOOD

WHEREVER radio can help to solve the myriad problems of peace, the zeal and skills of CBS are pledged to the task.

Before the outbreak of this war, radio meant to many just a quick and convenient means of ephemeral expression.

Radio emerges into peace accepted round the world as a penetrating and durable medium by which men's minds and hearts communicate.

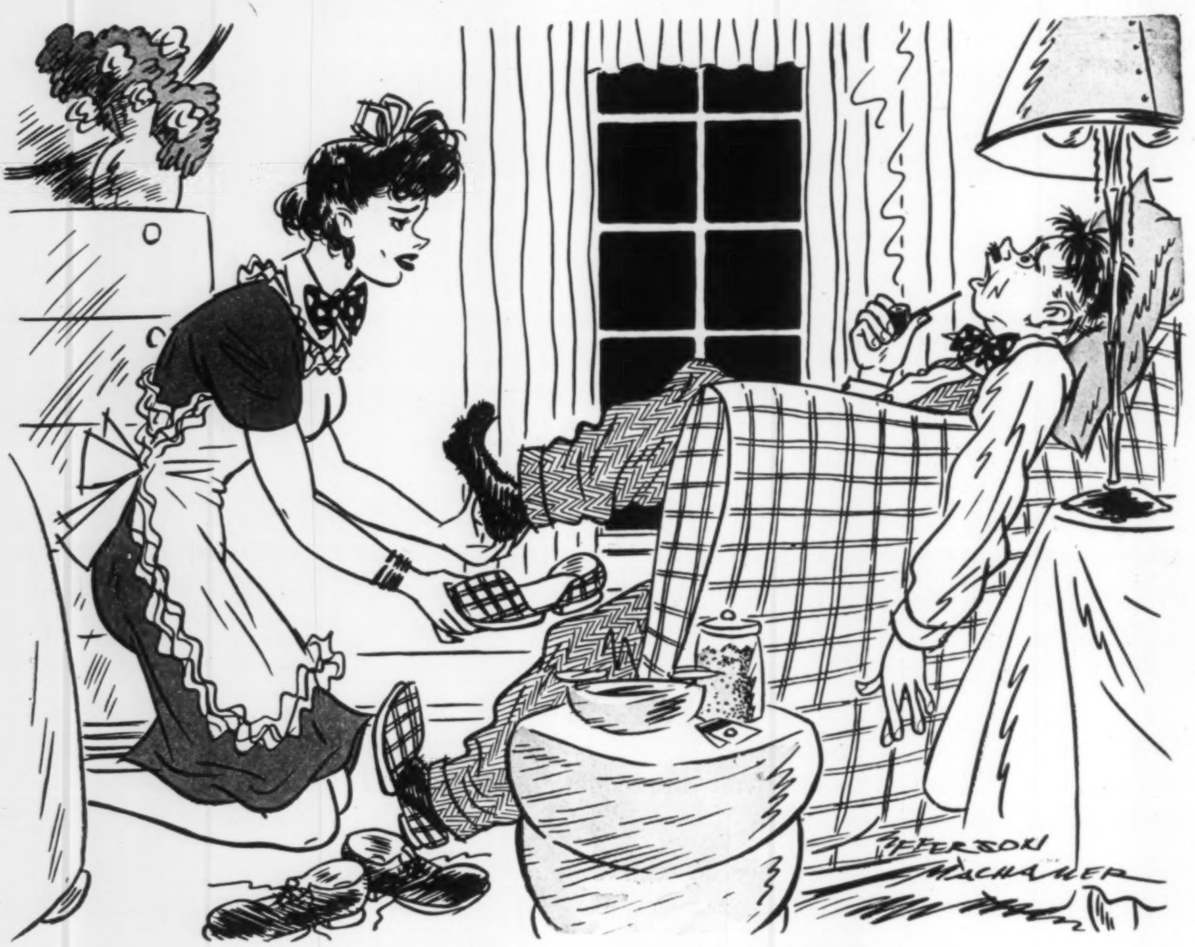
It has proven its almost 'atomic' power—for good.

Such power for good creates an unconditional responsibility.

Long before war broke out in Europe—back before Munich and Prague and Godesberg—CBS accepted this responsibility, lived with it, practised it.

In the sobering tasks of peace, as well as in its happier moods and opportunities, we shall continue to accept this responsibility, live with it, practise it.

THE COLUMBIA BROADCASTING SYSTEM



"This is the one service I don't get from F&P!"

● **We maintain that nothing can equal a well-conducted spot broadcasting campaign, for selling more goods at less cost. But in national spot, the real *star* isn't some glamorous "Radio Personality"—it's the under-sung and overworked Time Buyer!**

We know what he's up against: constantly-changing availabilities that call for quick decisions; the constant need for market surveys, audience studies and research necessary to stay ahead of the parade.

Here at F&P, our proudest boast is that most Time Buyers say we give them the best service in the industry. And that we're constantly striving to improve it.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
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and WRIGHT-SONOVOX, Inc.

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CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *645 Griswold St.* Cadillac 1880 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and BROADCAST ADVERTISING

VOL. 29, No. 8 WASHINGTON, D. C., AUGUST 20, 1945 $5.00 A YEAR—15c A COPY

V-J Day News Climaxes Radio War Job

Networks, Stations Air Historic Surrender

RADIO today faces the future with the climax of its public service in wartime still fresh in the memory of America's 130 millions and of untold millions more throughout the world.

Within a few minutes after President Truman announced at a news conference at 7 p.m. on Tuesday, Aug. 14, 1945, that Japan had accepted the Potsdam surrender terms, the entire world knew it officially. Simultaneously similar announcements were made in London, Moscow and Chungking. It was radio that carried the glad tidings for which an anxious world had awaited since Aug. 10.

Combined Broadcast

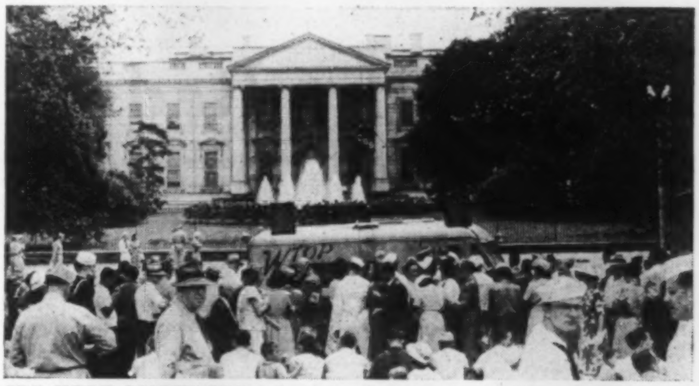
When the din of celebration had died down it was radio—the four major networks combined — that gave to Americans 24 hours later an insight of what's to come. At the request of the White House, Willett Kempton, chief of special events, Office of War Information, set up a 30-minute special broadcast, first of its kind, from the White House Oval Room.

John W. Snyder, director of the Office of War Mobilization & Reconversion, coordinated the program and served as moderator while government officials, in a roundtable discussion, 7:30-8 p.m. Wednesday, spoke of the future. Time was cleared less than six hours earlier.

Participating were William H. Davis, director, Office of Economic Stabilization; Chester Bowles, OPA administrator; J. A. Krug, War Production Board chairman; Frank McNamee, deputy War Manpower Commission chairman, speaking for Chairman Paul V. McNutt. Each gave an idea of what's ahead. It was the first time such a pooled broadcast had originated at the White House, other than Presidential addresses.

As the broadcast closed, President Truman walked into the Oval Room, congratulated his executive heads, told them he had been listening. That was just 25 hours after he had announced the end of hostilities. The night before it was a different scene.

VIGIL—



CBS KEPT LISTENERS informed of surrender developments through its WTOP Washington mobile unit, stationed in Lafayette Square in front of the White House, from Aug. 10 until after the capitulation. This is a scene typical even before the historic Aug. 14 announcement.

FLASH!

RADIO CORRESPONDENTS literally led pack in mad dash from President Truman's office to telephones Tuesday night when President announced surrender of Japs. Circled (l to r): Richard Harkness, NBC; William Gold, WINX Washington, and Jim Gibbons, American network (tongue out); Ralph H. Peterson, NBC; Fulton Lewis jr., WOL-Mutual.

CELEBRATION!

JUBILANT AMERICA expresses its joy from New York's Times Square while NBC Announcer Ben Grauer fights mob to hang onto microphone and carry on program at same time, a few minutes after news broke.

Bedlam broke loose in every city and hamlet of the world except, perhaps, in Japan. Radio was there to broadcast reactions, even to giving the world Adm. Halsey's victory message to his Third Fleet.

Fleet Silence Broken

For the first time since the war, radio silence of the Navy's fleets was broken as network correspondents aboard Adm. Halsey's flagship 150 miles off Japan were permitted to broadcast. While the folk back home went wild, the men of Adm. Halsey's command were at battle stations. They had been alerted when Jap planes were sighted in the vicinity of the fleet. Five of the planes were shot down —after President Truman announced the capitulation.

Normally that news wouldn't have reached America for some time, due to wartime censorship and security. But Tuesday night the war had ended officially and radio was permitted to tell the world of an action almost as it took place.

Soon after President Truman announced that Gen. Douglas MacArthur would be supreme allied commander of Japan, the networks broadcast from his Manila headquarters word that one of his first official acts as head of the conquered empire was to ask for a transmitter with which to broadcast specific instructions to the Japanese.

People Turn to Radio

At the same time radio newsmen disclosed that Gen. MacArthur had commanded the emperor to send authoritative representatives to Ie Shima on Aug. 17 to complete surrender negotiations and receive instructions. It was at Ie Shima that Ernie Pyle was killed. Gen. MacArthur plans to keep in constant touch with the Japanese mainland—when he is away—and with his forces at Pacific bases when he is in Japan, by radio.

While a victorious people turned to radio for developments that historic Aug. 14, the defeated Japanese were told, also by radio, of the surrender. Emperor Hirohito broke the news to his people at 11 p.m., EWT, Tuesday, four hours after

(*Continued on page 85*)

WAITING FOR NEWS that plunged the world into its wildest celebration, radio kept constant watch, broadcast special pre-V-J Day programs. Left, Mutual officials huddle in the wee small hours before surrender (l to r): Phillips Carlin, v-p in charge of programs; Tom Slater, special events chief; Abe Schechter, director of news and special events, at desk; Paul Jonas, Slater's assistant, at phone; Edgar Kobak, network president; (c) Bill Williams of WNEW New York interviews Shavey Lee, unofficial mayor of New York's Chinatown just before big news came; (r), American Broadcasting Co. commentators discuss strategy. Shown are: Walter Winchell, Robert Bellaire, Martin Agronsky, Walter Kiernan.

Victory Releases Big Radio Expansion

Industry Ready To Reconvert Quickly

By JACK LEVY

WHAT will V-J Day mean to radio?

First of all, the end of the war will set off more development and expansion than will probably take place so soon in any other field of human endeavor.

Television, FM, facsimile are the major innovations in the coming age of electronics. They were ready to blossom before the war and, with impetus gained through military progress in communications, they are waiting only until reconversion has advanced sufficiently to add their contributions to the American standard of living.

100 Television Stations Likely

Within the next year it is likely that at least 100 new television stations will be built in various parts of the country and that a sizable audience will have been developed. Major companies have already announced plans to connect New York, Philadelphia and Washington through station relays at intermediate points and other large cities will be similarly joined. The recently announced airborne relay system, in which Westinghouse and Glenn Martin will establish flying transmitters at great heights, will start progress toward national video networks.

On the FM front, broadcasting will undergo its greatest expansion with the possibility that 700 new stations will come into operation, depending on the speed with which applications can be processed by FCC and the availability of transmitters which require three to six months to manufacture. Existing FM stations will immediately lengthen their broadcast day and vary their program structures, with the removal of manpower controls, thus affording more program service to present and prospective set owners until new stations are established.

The prospects for facsimile, although not definitely projected as yet, will certainly be expedited by the end of the war, now that military security no longer need conceal developments in this field of radio during the last four years. During hearings before the FCC on frequency allocations, it was predicted that postwar receivers would be equipped with facsimile so that radios would provide "newspapers" for breakfast reading. Finch Telecommunications Inc., leading facsimile firm, recently predicted that the device will be useful to broadcasters for advertising, for advance notice of programs and for furnishing listeners with daily logs. Receivers and senders will be available within the range of moderate incomes, according to the company.

Other Developments

Closely related to radio are other impending developments which were almost entirely born out of the war. There are the recorders, wire and film, which are being planned for a variety of uses. They are certain to play an increasingly large role in broadcasting operations—mainly in reporting news events—and may soon be incorporated in receiver cabinets to permit easy recording of programs. Should these recorder attachments come into wide use in home radios—and plans for marketing them at low cost support the likelihood—they may have an important effect on programming, perhaps to stimulate educational, documentary and special subjects suitable for replaying.

Other developments are likely to crystallize in the next year. Subscription radio, furnishing listeners noncommercial programs for a nominal monthly fee for rental of a "pig squeal" attachment to tune in the programs, has already submitted its plans to the FCC and will soon file for frequencies for the service. There is also in the offing the Citizens Radio & Communications Service, which is an application of the "walkie-talkie" for contacting individuals. This service will be available to individuals and likely will be used by small communities to contact police, physicians, firemen and others in emergencies. Private citizens also may operate their own transceivers. The CRC is expected to be invaluable on farms.

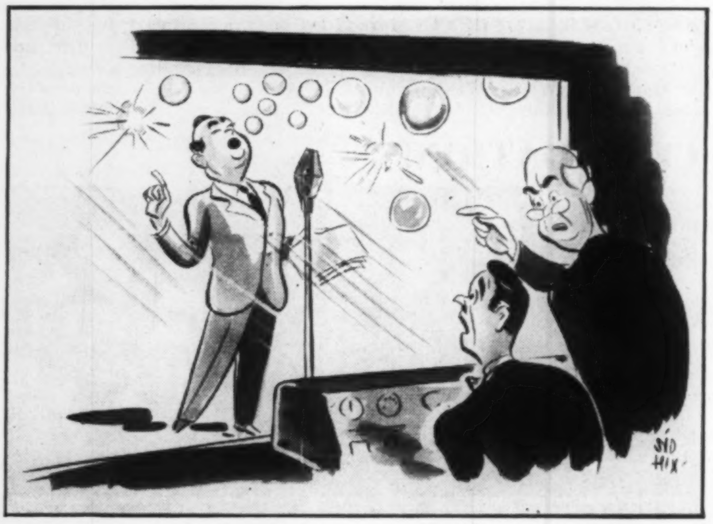
The next year may well see a substantial increase in the American radio audience as new stations begin operations in areas not now provided with primary service. Availability of receivers will add new listeners and, with gasoline rationing ended, automobile listening will be greater as highway travel displaces part of the rail transportation load. Return of several millions of troops from abroad will swell the listener audience.

Rapid Production

V-J Day will mean rapid resumption of production of transmitters, receivers, tubes, microphones, turntables, components and other studio equipment. Chairman Krug of the War Production Board indicated at his reconversion news conference Wednesday that Order L-265, which controls electronic equipment, will be among the several hundred freeze orders to be lifted this week. Declaring that WPB "will take vigorous action to expand production of materials in short supply," Mr. Krug said he foresaw "no difficulties in radios" and offered an estimate that 2,500,000 receivers would be produced before the end of the year. Speaking generally of reconversion prospects, he remarked: "We'll have materials running out of our ears."

The WPB reconversion blueprint also calls for the immediate relaxation of Order L-41, which restricts construction. This action permits "all manufacturing and other industrial (but not commercial) construction" to proceed without WPB authorization. Revocation of the order will be decided "as soon as the effect of V-J Day military cutbacks on building materials and supplies can be appraised." However, while the green light has not yet been given it is expected that construction of new stations and expansion of facilities will be freed

(*Continued on page 76*)



Drawn for BROADCASTING by Sid Hix

"How long has Gafnik been singing those soap jingles?"

Broadcasting's Role in World War II

Industry Played Big Part in Conflict

By J. FRANK BEATTY

WORLD WAR II was a radio war—a radio war that found broadcasters ready at its beginning Sept. 9, 1939 to report and analyze, and ready at its ending last week to serve during the peace years ahead.

In every phase of the world's most costly conflict radio was a critical factor. In the foxhole, submarine, tank, ship or plane there was absolute dependence on radio. And at the seat of government back home, as well as at the fireside, office and factory, the electronic art provided first contact with events that daily affected the lives and fate of all.

The narrative of the electronic side of the war is unfolding day by day. The broadcasting industry's special role has been told piecemeal. The industry has contributed time, talent, personnel, equipment — all that it has possessed has been at the disposal of the nation.

Scraps of this story are assembled herewith. Mentioned are some of the names of broadcasters who have done their part. Not mentioned are innumerable others who have occupied important niches in the overall war effort, since about 30% of industry personnel went to war.

Coverage pattern for what was to be a six-year war grew out of the opening day of hostilities, Sept. 9, 1939. At 6:14 a.m. (EST) Prime Minister Chamberlain announced that Great Britain was in a state of war with Germany.

Followed one of radio's most exciting days, with the whole world tuned to such features as London's first air raid alarm; King George VI delivering his war message; Premier Daladier announcing France's declaration of war; Premier MacKenzie King of Canada pledging the Dominion's support to England; President Roosevelt's statement of American neutrality. And then to top off the Sunday's excitement, announcement of the sinking of the Athenia came through at 11:15 p.m.

After that burst of events, with regular network and station schedules upset as never before, the industry settled down to organize its wartime procedure. Within a few days the major networks had adopted a set of rules for war news coverage, with NAB cooperating. Basic provisions dealt with return to normal schedules and safeguards to prevent spread of misinformation.

Fears Quieted

White House assurance there was no intention to upset broadcasting, barring extreme developments, quieted fears in some quarters that war would bring an entirely new regulatory picture.

By Oct. 9 the first group of American war correspondents credited by the British had gone on duty in France. Bill Henry, CBS, and Arthur Mann, MBS, were first radio reporters in the front lines.

During the comparatively quiet war winter of 1939-40 the day-to-day coverage was handled in orderly style. Big break came at 11:45 p.m. April 8 when German entry into Scandanavian countries was announced. Listening posts which had been in operation since outbreak of war provided helpful service to network newsrooms as they followed the Nazi invasion.

A month later came the German invasion of the Low Countries, and again the world turned to radio for the story. Dramatic tipoff came late in the evening of May 9 when United Press reported foreign airplanes over Holland. Invasion news started coming in at 1:02 a.m. and networks put their star newsmen on all-night schedules. The invasion reporting brought from FCC Chairman James Lawrence Fly the comment that "broadcasters have done a whale of a job in keeping us informed on war news."

With Italy's entry into the war June 10, networks presented Mussolini's proclamation along with speeches by high Allied officials. Roundups from foreign capitals and background material were broadcast.

Bate First Casualty

With realization that eventually the United States would be forced into the war, President Roosevelt on Sept. 24 created the Defense Communications Board. This new agency, operating on an advisory basis, was given the job of planning the role of communications in national defense. Then in the autumn the Army took steps to adapt the war machine to a type of warfare in which radio is prominent. The new setup provided a separate Radio Branch in the Bureau of Public Relations and Edward M. Kirby, NAB public relations director, was named radio adviser to the Secretary of War. Later he was commissioned a lieutenant colonel, then raised to full colonelcy, in charge of the Radio Branch.

First casualty among radio newsmen was Fred Bate, manager of NBC's London staff, who was injured during a Dec. 8 bombing attack. His wounds were not serious.

British Broadcasting Corp. announced Jan. 7 that its Broadcasting House, in London, had been bombed twice the preceding autumn. Complete underground studio operation was adopted, all 20 above-ground studios having been damaged.

Problem of material and equipment shortages loomed in March when the Office of Production Management clamped restrictions on aluminum. This action mainly hit aluminum-base discs.

First appeal for broadcasting aid in financing the defense program came March 20 when Secre-

(*Continued on page 77*)

War-End Coverage Highlights

RIVALRY ran high between major nets. In a large display ad in New York papers Aug. 11, American said: "52 seconds later the American Broadcasting Co. gave our country the first news of the Japanese offer to surrender. This is one of those firsts that looms large in the eyes of the people in the radio industry. It means we got the jump on some other very smart, very alert radio networks." On Aug. 13 CBS rebutted with equally large space with, "For the record: CBS was first again—with news of the Japanese surrender bid (but we're sorry that we have to mention it at all)." [EDITOR'S NOTE: Logs of networks, reported by Broadcasting Aug. 13 show CBS was first at 7:42:30, opening earlier than usual; other three nets put it on at 8 a.m. New York network stations, locally only, stacked up like this: WOR-MBS 7:36; WABC-CBS, 7:36:30; WJZ-American, 7:36-52; WEAF-NBC, 7:37].

* * *

WHILE the networks vied for "first" honors, Jack Paige, publicity director of WOL Washington, commented: "It seems that public claims of 'firsts' are used too often and too loosely by all radio stations. We believe a station's obligation to the community it is privileged to serve is to perform the best possible public service. On this basis and on this basis alone the listening public will decide whether or not a station is 'first'."

* * *

WAR or surrender, it made no dif-

(*Continued on page 87*)

ALL SERVICE BRANCHES—Army, Navy, Marines—used radio extensively during war to contact troops and public alike, and in turn keep them in contact.

Far from Jap and German prison camps, where they spent many months (left photo), Bert Silen (right), NBC western division asst. news and special events director, chats with Lt. Arthur M. Holter Jr., Army pilot and formerly of KPO San Francisco, in office of John W. Elwood, KPO general manager. Silen was interned 37 months. He operated KZRH and KZRC Manila and Cebu, before outbreak of the war.

Installers of permanent studio at Guam were (center photo): Standing (l to r), EM 1/C Bob Meyer; RT 1/C Ed Haarke; RM 2/C Anthony M. Pierre; RT 3/C William Southworth; RT 3/C Murray Greenberg. Seated, Lt. Marvin Royston, formerly NBC and Blue; Ed Francke, MBS; Lt. Bob Brooke, formerly NBC Hollywood; Fred Frutchey, NBC; Clark Sanders, KGO. Photo by Navy Dept.

From the front lines (right photo), Marine Sgt. Alvin M. Joseph Jr., who was formerly with WOR and OWI, describes battle action on film recorder for subsequent release to networks. Marine Corps photo.

XUM

British Seek Brighter, Lighter Shows

Won't Go Commercial When BBC Charter Expires in '46

By SOL TAISHOFF
(Special from London)

BRITISH radio won't go commercial when the BBC charter expires at the end of 1946 but strenuous efforts are being made to brighten and lighten program service to stem the inevitable tide of American style competition from commercial stations on the Continent and in Ireland.

That much is evident after inspection of the British radio scene and a whirlwind tour of BBC far-flung domestic and overseas operations by a delegation of American broadcasters. (See story this page.) The tour was concluded by an hour-long news conference with BBC Director General W. J. Haley and his high command. The general impression is that BBC epitomizes an efficient organization to fit peculiar Empire needs, but lacks the imagination and enthusiasm which animates American radio.

Emulate U. S.

Haley, for 20 years managing director of the staid *Manchester Guardian* before coming to BBC two years ago, politely but firmly said commercial radio isn't suited for the British who have become accustomed to 22 years of non-commercial operation. Parliament must decide the issue, and it is doubted whether the new Labor government of Prime Minister Attlee is disposed to change the status quo unless the public becomes articulate. The Attlee government is regarded as more of a British New Deal than leftwing.

Indicative of the effort to emulate American programming heard through program service for troops was the inauguration July 29 of a new light program service nationally, featuring what the British call variety but which is our music-comedy formula. Third program later to be added will be highbrow, said Haley, who termed light programs lowbrow and regular national service middlebrow. The new highbrow service won't watch the clock, with full-length operas, plays and symphonies to run without interruption irrespective of timing.

Britain has plans for FM and television, though nothing conclusive has been decided yet on when and how.

Regarding television, results of recommendations by the special government commission headed by Lord Hankey are awaited. The committee recommended that television be restarted downstairs where it left off in 1939, but that work go forward on a new system in the higher bands, with provision for a transition.

Financing of television is an open question, the Hankey report pointing out that sponsorship return would be too small to foot the bill. Revenue is expected from public showing of televised events in cinemas on a license fee basis, while the individual user would pay a license fee of perhaps one pound ($4.10) in addition to the present 10 shillings ($2.00) standard fee. Television programming costs are three to four times as much as sound. BBC in 1939 spent a half million pounds on it.

FM, when it comes, will not be a separate service but will back up the new third program (on network). Service, Haley said, will be mainly in large cities, with both medium wave and FM stations to carry identical programs over separate transmitters. L. W. Hayes, head of BBC overseas and engineering information department, prototype of Commissioner Jett, said FM likely will be in 40 mc region although tests are being made around 90 mc. He thought the lower band was desirable.

BBC Holiday

BIGGEST STORY in history was covered by British Broadcasting Corp. in 7 minutes. It took exactly that long for Prime Minister Attlee to read the surrender statement, which he began at midnight, London time. When he finished, BBC signed off all national service and personnel went home. There was no further coverage until Wednesday. Overseas service was continued, however. Normally BBC shuts down at midnight. Schedules are set up weeks in advance and seldom are altered, even for news flashes.

Keystone of television and FM, said Mr. Haley, is for gradual transition, BBC to work closely with British set manufacturers. Marketing first of AM set replacements, then television and finally FM is contemplated sequence with FM regarded as two years away on receiver manufacture.

BBC has extensive personal interview system of checking listener reaction, Mr. Haley said, but did not clarify. He said checks are made within 24 hours, which is delayed method, but insisted it is too early for reactions to new light program.

Surveys reveal, Mr. Haley said, that 98.5% of United Kingdom population gets programs of two national services and 80% of homes are radio equipped. BBC's expenses run 8½-9 million pounds annually (approximately 35 million to 37 million dollars). Revenue is received from the sale of advertising in the BBC publications *Radio Times*, *World Radio*, and *Listener*, and from receiving set licensing and advertising.

BBC is allocated facilities by the British postoffice, equivalent of our FCC. Sufficient transmitters are authorized to provide national serv-

(Continued on page 76)

Censorship of News Is Declared at End

Office Abolished by Directive Requested by Byron Price

VOLUNTARY censorship of news was ended last Wednesday by a Presidential directive sent to Byron Price, Director of Censorship, which also puts back on a peacetime footing international communications. Mr. Price had recommended the action.

Meanwhile, the Combined Chiefs of Staff through Joint Security Control are understood to be drawing up a new directive providing for a relaxation of Army and Navy censorship. The military presumably will continue some sort of restrictions on news from occupied territory, particularly those in which there is unrest, and on secret technical equipment. Until definite policy is established, the Navy Security Control and Army Review Board seem to be temporizing their judgments in light of the present situation.

Thirty Days Notice

Domestic censorship was always separate from military censorship which extracts from accredited correspondents pledges to submit copy for review. Local theater commanders probably will still decide what may be passed from their commands.

The President directed that 30 days notice be given all employes except a small group needed to liquidate the agency and Mr. Price

(Continued on page 74)

Broadcasters May Extend ETO Tour

Itinerary of U. S. Group May Include Moscow

By Sol Taishoff
(Special from London)

HAVING completed first leg of their scheduled three-week inspection of ETO, American broadcast mission last week looked hopefully for diplomatic clearance to extend trip perhaps a week for Moscow and Scandinavian visits.

In channels with Ambassador Winant and State Department was a formal request for extension which would mean return to the United States about Sept. 10. All members want the extension. Scandinavia is sought because it has the greatest radio set concentration in the world.

First week of inspection, in judgment of mission, justified trip, with the many revelations in Britain imparting a clearer concept of world radio conditions and problems. Delegation of 15, escorted by Col. E. M. Kirby, chief of the Army Radio Branch, Washington, traveled in uniform with simulated Army rank of major.

Named head and spokesman was Justice Justin Miller who assumes NAB presidency Oct. 1. Others in group include: J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman; Mark Woods, president, American Broadcasting Co.; Robert D. Swezey, vice-president, Mutual Broadcasting System; Joseph Ream, vice-president, CBS; William S. Hedges, vice-president, NBC; Col. Harry C. Wilder, WSYR Syracuse; Clair McCollough, Mason-Dixon Radio Group; Martin B. Campbell, WFAA Dallas; John E. Fetzer, WKZO Kalamazoo and assistant director of censorship for radio; Morris Novik, WNYC New York; John Alicoate, *Radio Daily*; Joseph Csida, *Billboard*; Abel Green, *Variety*; Sol Taishoff, BROADCASTING.

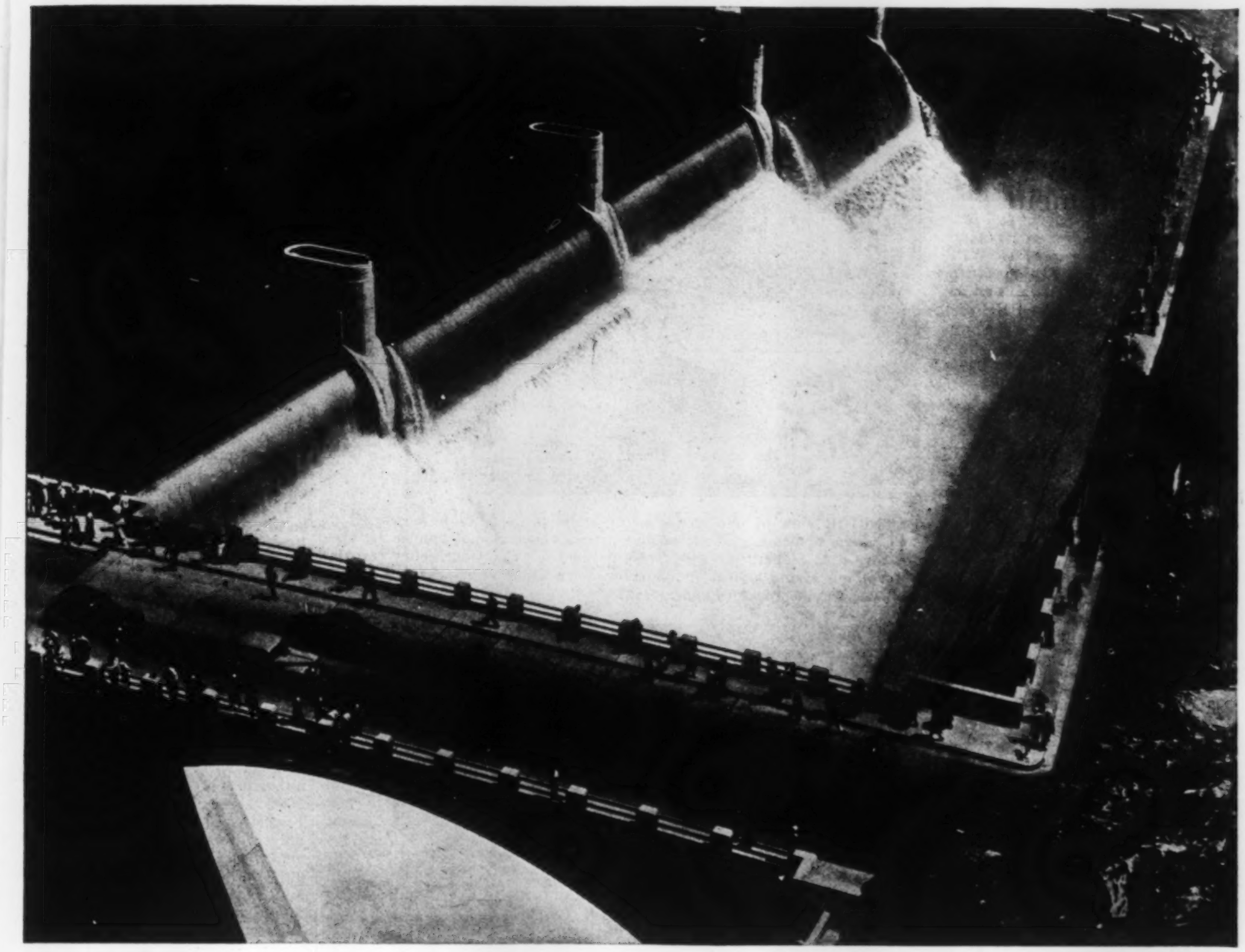
Group Arrives

Group arrived Pestwick, Scotland, at 3 a.m. London time Monday, and billeted at air transport command base. After four hours sleep, rigorous for oldster and not too easy on entourage, they flew to London in three hours. Group was greeted by Maj. Bob Pollock, radio chief, United Forces, European Theater, formerly of WSB Atlanta and Capt. Joe Graham, formerly of WCKY Cincinnati. Sunday evening group was welcomed at dinner by seven joint hosts at famous Kettners. Chief hosts were his Majesty King George of Greece and Marquis of Queensberry. Others included Jack Hylton, entertainment impressario; John Harding, manager, National Sporting Club, Queensberry Enterprises; Arthur Christiansen, editor, *Daily Express*, and Will Hay, BBC artist, the British Will Rogers.

Here Judge Miller made maiden speech as NAB head. After welcoming talk by Queensberry—grandson of the creator of boxing rules—Col. Kirby responded and introduced Justice Miller. That brief talk, delivered with grace, poise and eloquence of subdued rather than armflailing nature won favor. Reaction was NAB had gotten the right man, an inspired leader who could tell the world with dignity about American radio's attainments and ideals and set pattern for wholesome development of the art.

Monday was given over to BBC. Group was shown main operations of extensive monitoring organization. W. J. Haley, director general and former managing director,

(Continued on page 87)



Six years to fill

Early on the morning of August 6, Lake Mead, the 115-mile reservoir in back of Boulder Dam, took its first spill into the concrete trough on the Arizona side. It carried through great tunnels around the dam and emptied back into the Colorado River below. For six and one half years the lake has been filling and now the water is spilling in great torrents over a man-made crest.

There's a lesson in that story for advertisers.

You've been telling consumers about your products . . . even when you didn't have too much to sell during the last five years. You've been building up background.

If you've been using W-I-T-H in Baltimore, one of the five radio stations in town . . . you'll have the satisfaction of knowing that you've been reaching more listeners-per-dollar-spent, all that time.

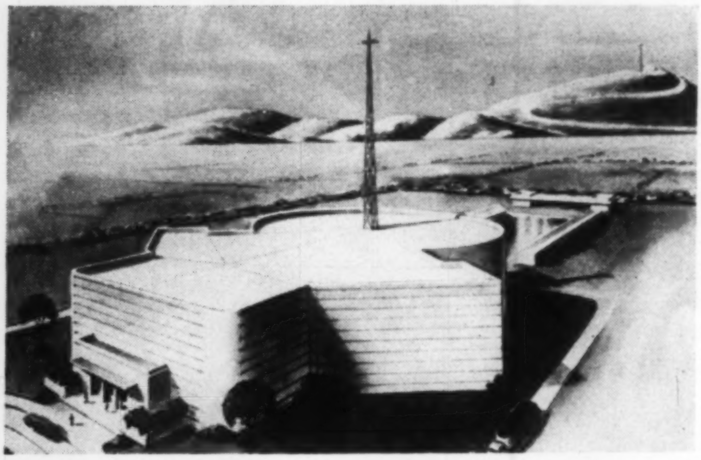
W-I-T-H

Baltimore, Md.

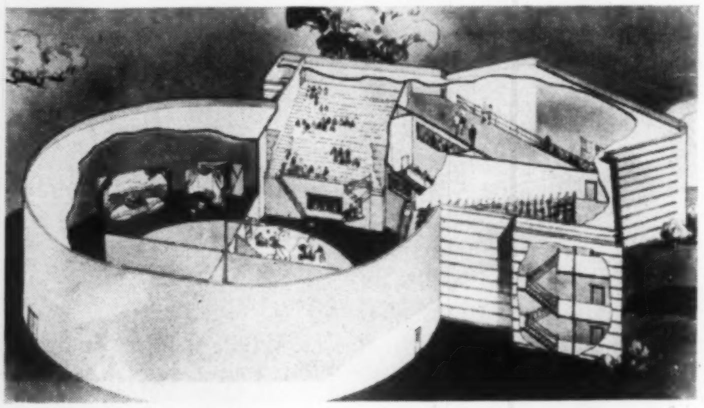
Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Radio's Plans Reach Blueprinting Stage

Industry To Spend Millions on New Equipment



EXTERIOR view of one of the many radio projects to be constructed soon is the above, a glamorized but actual video studio planned by the Austin Co. in cooperation with General Electric Co. Cutout below reveals a revolving stage 96 feet in diameter, permitting scene changes while audience watches performance.



WITH the atmosphere rapidly clearing both in regard to WPB material freezes and FCC spectrum allocation, construction plans on the new arts of television and FM and revamping of war-weary AM equipment have for the most part reached the last blueprinting stages.

Applicants to date for new commercial video stations number 127. Far exceeding this, the FCC is besieged with 489 requests for licenses for new commercial FM stations and notwithstanding the possibility of competition from its offspring, new standard stations found 200 aspiring licensees.

The average cost of the new FM stations, based on information contained in applications, is estimated at about $34,000. TV stations, according to preliminary data, will cost an average of $320,000. Added to this will be the money spent on new standard outlets, the millions to be spent on building construction and the funds earmarked for modernizing existing stations. Thus radio's contribution to a healthy postwar economy will be more than commensurate to its position among other U. S. industries.

Networks Have Big Plans

Starting with the network headquarters in New York, CBS states it has filed FM applications for Boston, St. Louis, Washington and Los Angeles. As with other networks and stations, actual construction will proceed as soon as approval is granted and other relevant details are settled. In addition to complete new plants in those four cities, CBS will modify its Chicago FM transmitter radically.

The immediate plan in New York is for installation of a high-definition, high-frequency, full-color video transmitter in the Chrysler tower augmenting the new one now being used. Federal Telephone & Radio Corp. is now doing all the work possible in its factories before actual installation. Costs will be about a half million.

Plan Television Studios

Studies are now under way regarding television studios, Frank Stanton, CBS vice-president in charge of plans on building, revealed, with present thinking being along horizontal rather than vertical lines. A Manhattan sky scraper is not considered suitable location for video studios by CBS engineers and a move to a less crowded area is contemplated unless one of their admittedly far - fetched schemes such as renting two or three blocks space over Hudson river piers and adjoining railroad tracks materializes.

CBS also needs more New York AM and FM studios and probably will try to get another building similar to that on E. 52nd St. across from headquarters. An all-out move to a building housing both offices and studios is considered but tempered by no definite FCC attitude on dual ownership of AM and FM and similar problems.

In Washington, new studios and offices await policy by the District Zoning Commission on antenna heights since CBS wants to combine its FM (and possibly television) transmitter with studio location.

Substantial additions will be made in Los Angeles, Mr. Stanton said, in the way of enlarged studios for KNX and additional office space. St. Louis will see a new CBS 50-kw transmitter, costing about $250,000 as soon as possible. Studios there were recently redone and should be adequate.

NBC has applications for FM and TV in Washington, Cleveland, Chicago and Los Angeles and for FM in San Francisco and Denver in addition to outlets of both sorts it already operates in New York. No exact details would be given and although specific plans undoubtedly exist the official network attitude, as exemplified by a statement by William S. Hedges, vice-president in charge of planning and development, is to leave the onus of action or lack of it to FCC policy.

NBC Ready

"The National Broadcasting Co.," he said, "is ready and willing to do its part in advancement of the art of sound broadcasting and in the development of the new service of television. Under favorable auspices of good economic conditions and a sound governmental policy, NBC will expend millions of dollars . . . New studios must be built; new transmitters established and many millions more must be poured into the creation of television programs and in the leasing of costly intercity connections both for television and FM. As an example, the increased cost of high quality circuits for FM alone will be close to $400,000 per year over and above the cost of present circuits.

"No exact sums have been allocated for these purposes nor will they be until we are certain the economic and regulatory conditions are favorable. We are confident that any doubts that may now exist will be resolved before the end of the war so that the arrival of peace will also mean the arrival of a new era of progress and development in broadcasting for the benefit of the entire nation."

The most ambitious plans of all would seem to be those of American whose president Mark Woods, revealed a project to build its own radio city about three years after the war. Approximately 16 million dollars is expected to be the cost for new quarters in five cities, the New York building alone to be about eight million.

Location and type of the new building have not been decided. Being mulled over are a one purpose building for exclusive use or a structure with space for rental to allied arts such as advertising agencies. However, designs for the most up-to-date studios combining the latest FM and television and AM equipment are under observation by company officials.

Expansion Planned

Tentatively, buildings in Hollywood and New York would be bought with larger space than either present quarters of CBS and NBC, according to Mr. Woods. San Francisco and Chicago offices probably will be rented. In the latter city the sales staff is in offices at 20 East Wacker Drive and extensive space may be taken there as more suitable quarters cannot be found. In Washington American expects to occupy space in the new building planned by the *Evening Star* which is affiliated with the network through ownership of WMAL.

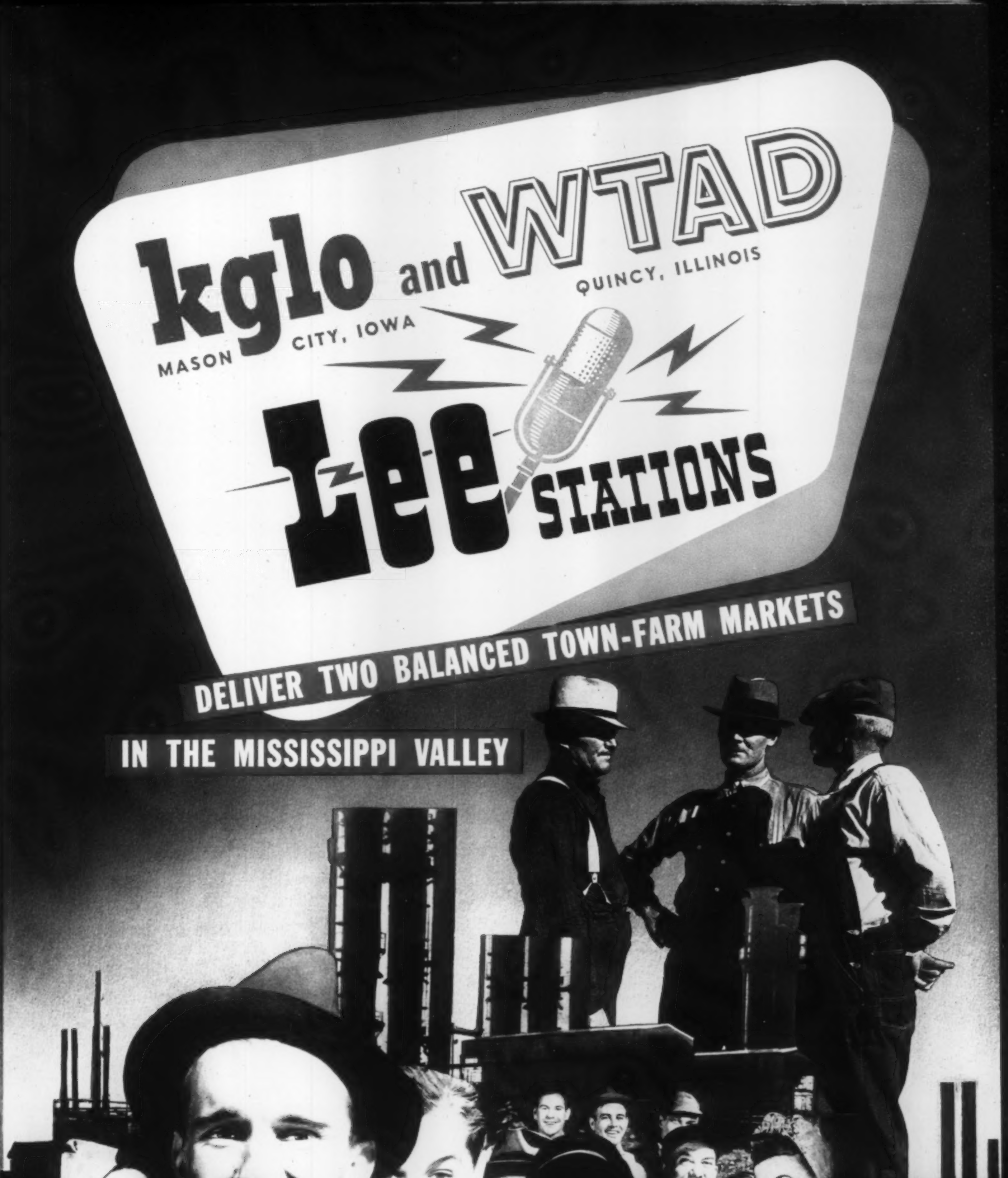
Possible sites are being looked over by company engineers for new FM and television transmitters envisioned in all five cities. Also under consideration is the use of higher fidelity lines connecting broadcasting stations.

Mutual, which has a three-year contract in its present quarters with WOR, is seeking new quarters farther uptown, according to Robert Swezey, vice-president and assistant general manager. As the key MBS station, WOR may require more theaters for origin of network shows, one of which will definitely be acquired within the year at $50,000 conversion cost.

Three new studios are under construction on the ground floor of WOR headquarters and should be completed by Oct. 1. Cost will run between $150,000 and $200,000. Old control equipment may have to be used until after the war. Modified phasing control equipment for the transmitter has been ordered. Civil Aeronautics Board

(*Continued on page 38*)

XUM


kglo
MASON CITY, IOWA
and
WTAD
QUINCY, ILLINOIS
Lee STATIONS
DELIVER TWO BALANCED TOWN-FARM MARKETS
IN THE MISSISSIPPI VALLEY

Lee Stations provide the 3 essentials of a successful radio campaign . . .

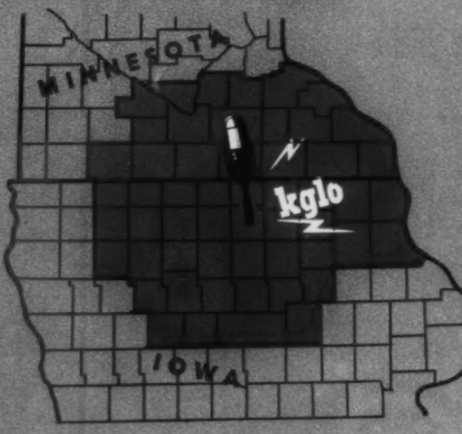
Here's Why

1 **THE RIGHT MARKET FOR THE PRODUCT . . .** The listeners served by KGLO, Mason City and WTAD, Quincy, Ill. are about half urban and half rural families. Populations were not swollen by war-time industries. Home ownership is at an all-time "high".

2 **THE DOMINANT STATION IN THE MARKET . . .** Recent listener surveys for both stations indicate KGLO in Mason City and WTAD in Quincy have top dial preference throughout the areas in which they serve.

3 **LISTENERS WHO CAN BE BUYERS . . .** Bigger crops, greater meat and poultry production and industries running at full tilt give listeners "buying power" greater than ever before.

Put Lee Stations on your list for a successful campaign!



kglo market data

MASON CITY, IOWA
1300 K.C. 5,000 Watts

COVERAGE — 57 counties in the "Heartland" area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

POPULATION — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

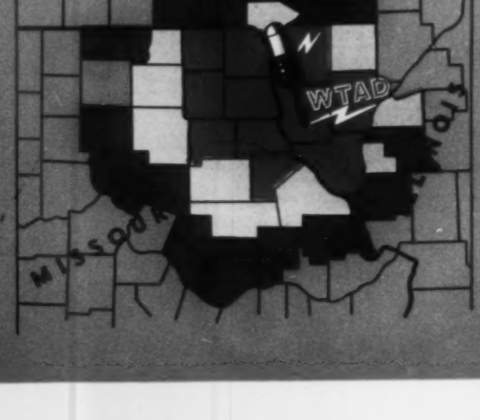
RETAIL SALES — $634,828,000 in 1944 (Sales Management est.)

FARMING — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers here are continuing to work and spend towards even greater production during 1945.

INDUSTRY — Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beat factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Wood & Company
New York, Chicago, Detroit, San Francisco, Boston, Hollywood



WTAD market data

QUINCY, ILLINOIS
930 K.C. 1,000 Watts

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

POPULATION — 772,431, 1940 U. S. Census. 186,060 Radio Homes.

RETAIL SALES — $262,780,000 in 1944 (Sales Management est.)

FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco

Radar Will Affect Postwar Electronics

Army and Navy Explain Many Possibilities Of Science

By SIDNEY SHELLEY

CREDITED with changing the face of warfare more than any development since the airplane, radar, details of which were released last week, will play an equally important role in safe transportation and is one of the wartime devices which will continue to roll off the production belts of radio manufacturers.

A direct outgrowth of radio research, radar undoubtedly will be installed in all commercial planes and perhaps eventually in private ones as well. Its uses here, as in other fields, will be manifold. In good or bad weather flight may be maintained at similar speeds with radar warning the pilot of any topographical hazards or approaching aircraft.

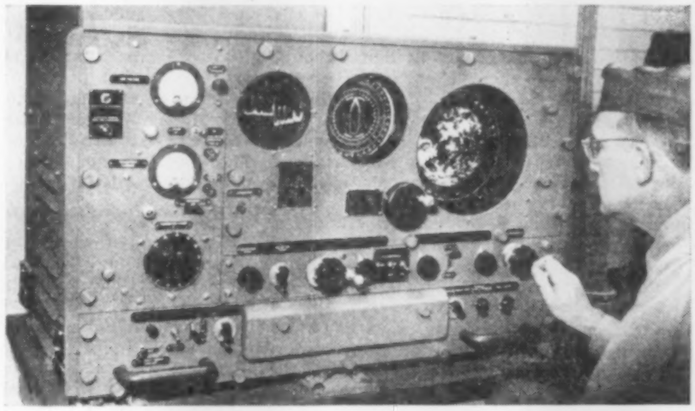
Determines Location

In navigating, exact location may be determined by scanning the countryside below and comparing the radar scope picture with a map. While over water or uncharted areas navigation is still facilitated by a land-based set which can discover the plane and "talk" it in. Planes will probably ride radar beams instead of the present radio beams. Landings at crowded airports will be made more swift and safe. The control tower, even in foggy weather, "seeing" each plane in exact relationship to the others may give simple traffic directions. Fifty planes coming in to land at once will be child's play to handle after putting more than a thousand bombers over a target at once. Blind landings will be commonplace. Sensitive sets can guide a plane to within a few feet of the ground since exact altitude may be determined rather than altitude above sea level.

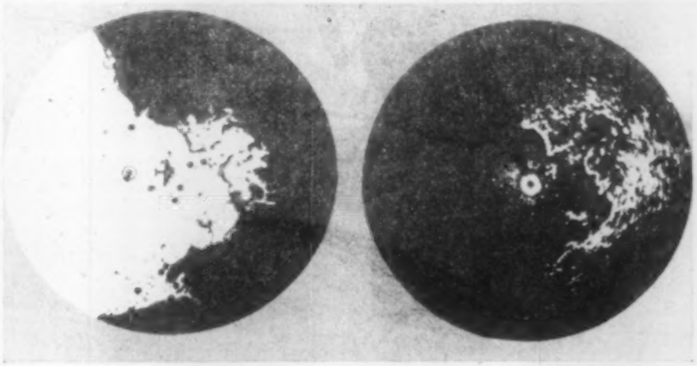
Use by ships at sea will be similar. Other employment of the discovery may proceed as far as the inventiveness of man and the press of necessity encourage. It is now employed in meteorology by tracking balloons sent aloft to determine wind drift and by rescue search parties. Even small objects such as a man floating in the water may be discovered. Special sets locate submarine periscopes protruding ever so slightly from the water and others have detected an enemy soldier crawling over the ground.

According to military men few sets now in use may be adapted to peacetime requirements so radio manufacturers probably will not face competition with surplus commodities.

But the biggest contribution of radar is seen as indirect. The lengthy research which has gone into radar components—many of them similar to radio and television set components—have made many prewar conceptions of electronics obsolete.



OPERATING a radar set, having varied types of scopes such as might be found on shipboard, is the officer above while below is a radar scope photo of the coast of Massachusetts compared with a map of the area. Demarcation between land and water may be clearly identified.



Radar has made electronics one of the major American industries, comparable in size to the prewar automotive field. Particularly as a result of the opening up of the microwave field, radio communications will be tremendously enlarged. What's more, trained personnel, a valuable prerequisite to such an advance, has been provided at Government subsidy.

Although there are many different types of radar sets for varied usage, ranging from huge land and battleship installations to fighter plane miniatures, the basic operation and component parts are similar. Practically every set is composed of the following:

1—A modulator to form the power into suitable voltage pulses to drive the radio-frequency oscillator.

2—The radio-frequency oscillator, a vacuum tube or group of tubes giving high bursts of power of about a millionth of a second when connected to the modulator. This oscillator is one of the major achievements of radar and runs at powers thousands of times greater than thought possible a few years ago.

3—The antenna which must be:

a—Directional, concentrating its energy into a definitely defined beam since this is method of determining direction to objects.

b—Highly efficient. All generated power must go into the beam without leaking off into "side lobes" which might cause fatal confusion.

c—Capable of being directed or scanned from one point in space to another and on shipboard or aircraft must frequently be stabilized to counteract the motions of the craft itself.

Directional Antenna

An antenna may be made directional either by composing it of an array of small antennas of dipoles or by utilizing the searchlight principle of spraying energy into a large parabolic "mirror" focusing the energy into a beam. In either case, the larger the antenna the sharper the beam. Scanning must usually be done by mechanical movement of the antenna structure which, whatever its size, must swing around or up and down to direct the beam in the necessary direction. In certain cases where only a small sector need be scanned, rapid electrical scanning not requiring motion of the whole structure has been worked out. Automatic gun direction employs this

(*Continued on page 24*)

to

sway

Durham★

woo'em

solid

on

WDNC

★ NORTH CAROLINA'S

THIRD

LARGEST CITY

CBS

Represented by Howard H. Wilson Co.

Radar

(*Continued from page 23*)

technique. To carry radio-frequency energy from oscillator to antenna, and the echo from the antenna to the receiver, wires and coaxial cable are used at ordinary wave lengths. For microwaves it is more efficient to use wave guides of carefully proportioned hollow tubes.

4—The receiver which must have extremely fast response, much faster than television, because of the peculiarity of pulse signals. Superheterodyne principle is employed in almost all radar, involving generation at low power of a radio frequency fairly close to that received and "beating" this against the received signals, forming an intermediary frequency which is amplified many times. The receiver must be disconnected from the antenna when the transmitter is operating so that the receiver will not be paralyzed or burned out by the phenomenal energy generated by the transmitter. Within a millionth of a second after the transmitter has completed its pulse, the receiver must be open to get the relatively weak echo signal; but now the transmitter must be closed so it will not absorb any of this energy.

5—The indicator presents information collected in a form best adapted to efficient use of the set. The types vary according to the purpose or dimension required. Nearly all consist of one or more cathode-ray tubes. In the simpliest or "A" type the electron beam is given a deflection proportional to time in one direction—say, horizontally—and proportional to the strength of the echo pulse in the other—vertically. If no signals appear, one sees a bright horizontal line (the "time base") on the tube face, the distance along the line representing time elapsed after the outgoing pulse. An echo gives a V-shaped break in the line at the point corresponding to the time it took the echo to return. The position of the pip (V) measures the distance to the reflecting object. Although there are many variations of this type indicator, most sets have an A-scope in addition to the others. Most indicators can be adjusted to operate at various distances. The horizon is generally considered maximum distance.

Plan Position Indicator

Many radar whose antennas scan various directions employ a Plan Position Indicator (PPI) tube. In this circular device, the time base (or position of radar set) is in the center and moves radially outward in the direction the antenna is pointing. The returning signal, instead of causing a break in the time base, intensifies its brilliance for an instant, each signal being a bright spot of light as a position corresponding to the range and bearing of the target. A maplike picture of all reflecting objects appears on the tube face by using phosphorescent-like screens. Otherwise the picture would fade as the antenna rotates.

In the operation of a radar set the transmitter and antenna are located in the same spot. The transmitter is only working a small part of the time, sending out energy in intense bursts or pulses. A long time—a few thousandths of a second—is waited between pulses during which the receiver is in operation. The pulse travels at the speed of light— 186,000 miles a second—and by calculating the time it takes to get to an object and back, one can determine the distance of the object. Accuracy in these measurements has been developed to within 5 or 10 yards range or about one-thirtieth of a millionth of a second. The directional antenna determines the direction in which a target lies by getting back the strongest "pip" when on target.

Calibrated tube faces make distance reading easy and in some cases, such as anti-aircraft fire, the radar antenna moves automatically, always pointing at the plane without help from the operator and the guns follow automatically by remote control.

Many Victories

Devastating effectiveness of radar in its wartime role is attested by many victories. The PPI used as a bombsight is said to make bombers 500% more efficient. At sea in surface action it gave us superiority as a weapon of surprise and it licked the submarine menace during the early days of the war. When German bombers were laying ruin to Britain it gave advance notice of the raids so that the few fighters could be concentrated to meet the waves of bombers at whatever point or time they came. When night raids were tried the night fighters were directed to the general location by land sets and then used their own sets to close for the kill. Radar-directed guns shot down 80% of the flying bombs.

Other ingenious military uses of radar include a device known as IFF (Identification, Friend or Foe), installed in aircraft which provides instantaneous, automatic recognition of friendly planes. An-

(*Continued on page 26*)

Close up!
Cleveland, Pop. 903,200*
Atlanta, Pop. . . 324,000*
SanFrancisco,Pop. 686,000*
Total 1,913,200
WOAI Daytime Primary Area
Pop. 1,916,500*
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Examine WOAI's daytime primary area and you'll find that it contains more people than the cities of Cleveland, Atlanta and San Francisco combined!

These nearly 2,000,000 prosperous Texans have the WOAI listening habit. And that's because—for almost a quarter of a century—WOAI has been the dominant radio station in this rich market, as shown by survey after survey.

Receptive listeners make up a responsive audience, which helps explain why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
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Represented Nationally By
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

RICHMOND
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AT
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RATES
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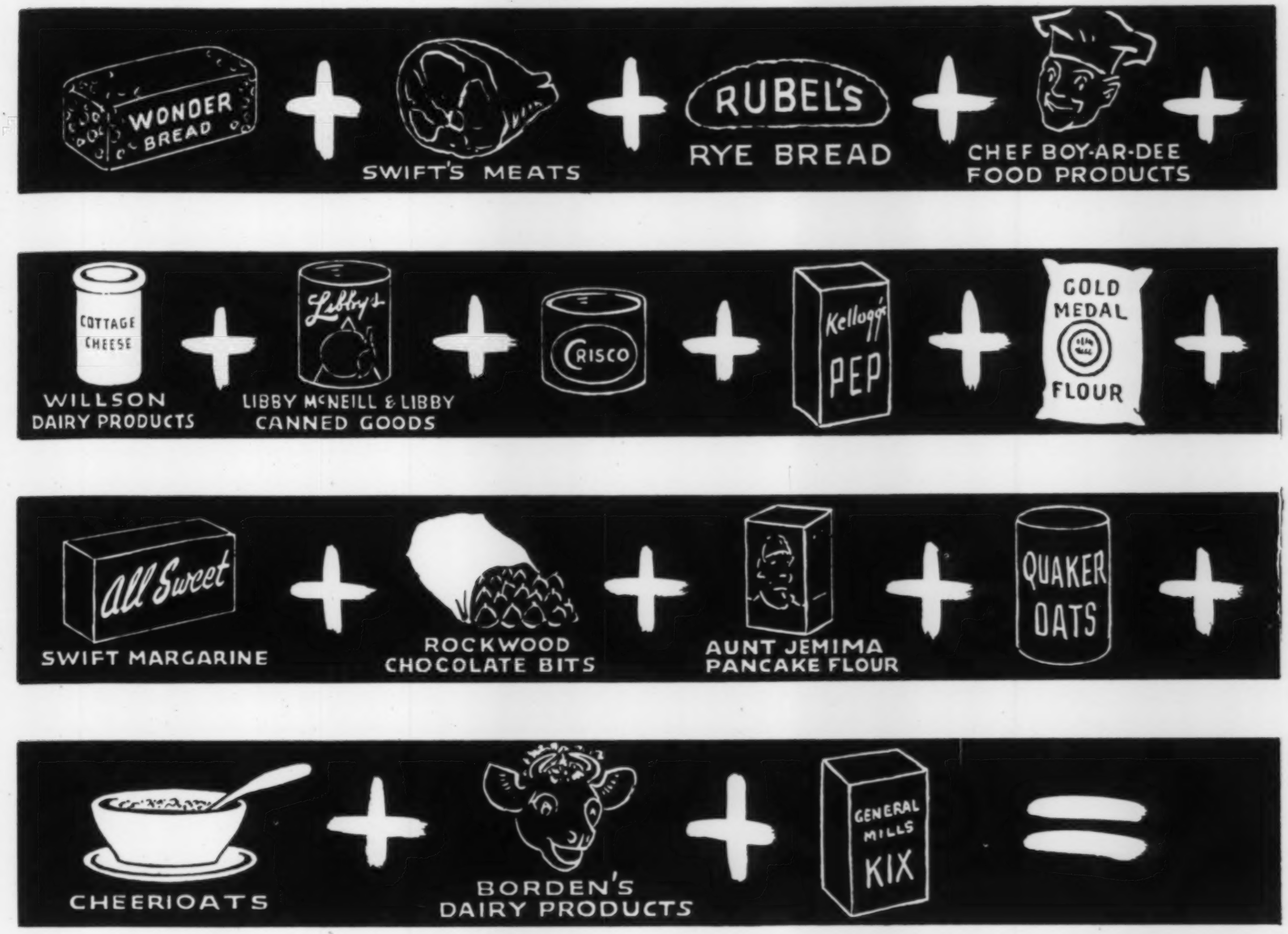
WONDER BREAD
+
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All Sweet
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CHEERIOATS
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BORDEN'S
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GENERAL
MILLS
KIX
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Good FOOD Company FOR YOUR CLIENT ON

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING CO.—REPRESENTED BY PAUL H. RAYMER

THIS IS THE FIRST IN A SERIES OF ADVERTISEMENTS INSPIRED BY WSAI'S PRIDE IN THE QUALITY AND PROMINENCE OF ITS NATIONAL AND LOCAL ADVERTISERS. *NEXT: DRUGS*

Broadcasting
at its
Best

WSPD
Toledo, Ohio

WWVA
Wheeling, West Va.

WAGA
Atlanta, Georgia

WGBS
Miami, Florida

WMMN
Fairmont, West Va.

WLOK
Lima, Ohio

WHIZ
Zanesville, Ohio

A FORT INDUSTRY STATION

FORT INDUSTRY
COMPANY

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT!

Radar

(*Continued from page 24*)

other is the use of a set in the tail of a plane which rings a bell and flashes a red light when another craft approaches from the rear.

Scientists here and in England share credit for foremost development of radar. Knowledge of both groups was pooled after we entered the war. The enemy is believed to lag far behind. Their use of radar has not been nearly as effective as ours and captured sets definitely show inferiority.

When asked who invented radar the men who are responsible for its development will demur and generally give some such answer as Heinrich Hertz, discoverer of radio waves in 1886, who showed that they were reflected from solid objects.

The beginning of military interest in the U. S. dates back to 1922 when two civilian scientists working for the Naval Research Laboratory, and Leo C. Young, an associate, observed a distortion or "phase shift" in received signals from across the Potomac due to reflection from a small steamer. In 1930, the same men experimenting with radio direction-finding equipment, noted that reflections from airplanes could be similarly detected. As a result, later that year they were given authority to continue experiments along this line.

The Army too was experimenting in detection and in 1932 the Secretary of the Navy suggested that the Navy's equipment might be more suitable for Army use since it was too bulky for shipboard use. At this time two widely separated stations, one for receiving, the other for sending, were used. The Army, however, carried on along other lines, and brought about a complete mobile detector at a single site.

Powerful Microwave

Signal Corps experiments with microwaves produced echoes from nearby targets but it was not until the advent of the modern cavity magnetron that it was possible to generate microwaves with sufficient power for practical use. The principle of pulse ranging was first used in 1925 by Dr. Gregory Breit and Dr. Merle A. Tuve of the Carnegie Institution of Washington for measuring distance to the ionosphere. At the Naval lab in 1933 Mr. Young proposed that this principle be applied to the problem of getting the receiver and transmitter in the same ship. Robert M. Page, holder of the greatest number of radar patents, was assigned to this project.

The first funds specifically for radar came in 1935 when $100,000 was allotted by Congress on urging of Rear Adm. H. G. Bowen, then Chief of the Bureau of Engineering. This expedited work considerably and although experiments continued short-staffed for quite some time, work continued systematically.

British radar was developed at about the same time but at a somewhat faster pace because of the immediate threat to security.

Beauty Winners on TV

WINNERS of the WJZ New York beauty contest and the New York State contest, who will go to Atlantic City to compete for the Miss America title, are making two video appearances on WRGB Schenectady. The first was Aug. 17 and the second will be Aug. 24. Programs are part of the Friday night series put on by American via the WRGB facilities.

TRI-CITIES
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
The FARM MACHINERY Capital

52% of the Tri-Cities' Food Sales Originate in the ROCK ISLAND-MOLINE Zone*
1940 Census

Families in the Tri-Cities spend **38% more** for food than the average U. S. family . . . more than **$15 million** in food sales annually!
The MAJOR PORTION (52.7%) of the Tri-Cities food sales originates on the Illinois side . . . in the Moline-Rock Island zone. You can count on WHBF to boost sales for **your** food product in this VOLUME market.

* *Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.*

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

WFMJ
SELLS
The Rich Mahoning Valley

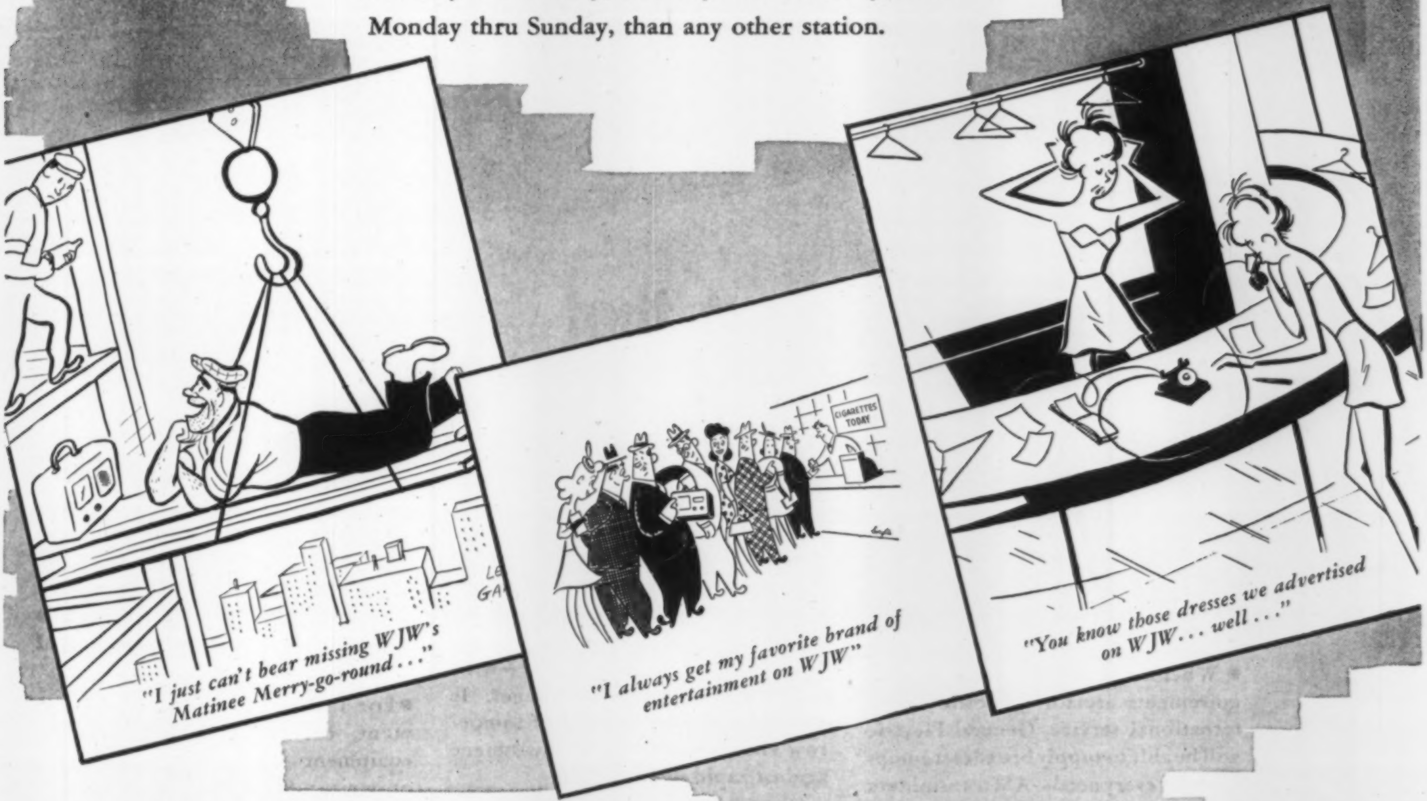
Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

. . . Cleveland likes WJW

WJW is proud of its listener acceptance. Mornings and afternoons throughout the week, Monday thru Friday, more people listen to WJW than to any other regional station . . . And WJW delivers more daytime dialers per dollar in Cleveland, Monday thru Friday, Monday thru Saturday, and Monday thru Sunday, than any other station.



"I just can't bear missing WJW's Matinee Merry-go-round . . ."

"I always get my favorite brand of entertainment on WJW"

"You know those dresses we advertised on WJW . . . well . . ."

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

100,000 watts

A G-E achievement that sets the pace for broadcast transmitters

General Electric's new 100-kilowatt international transmitters establish the pattern for G-E AM broadcast equipment—equipment which will include all the basic refinements of modern broadcasting.

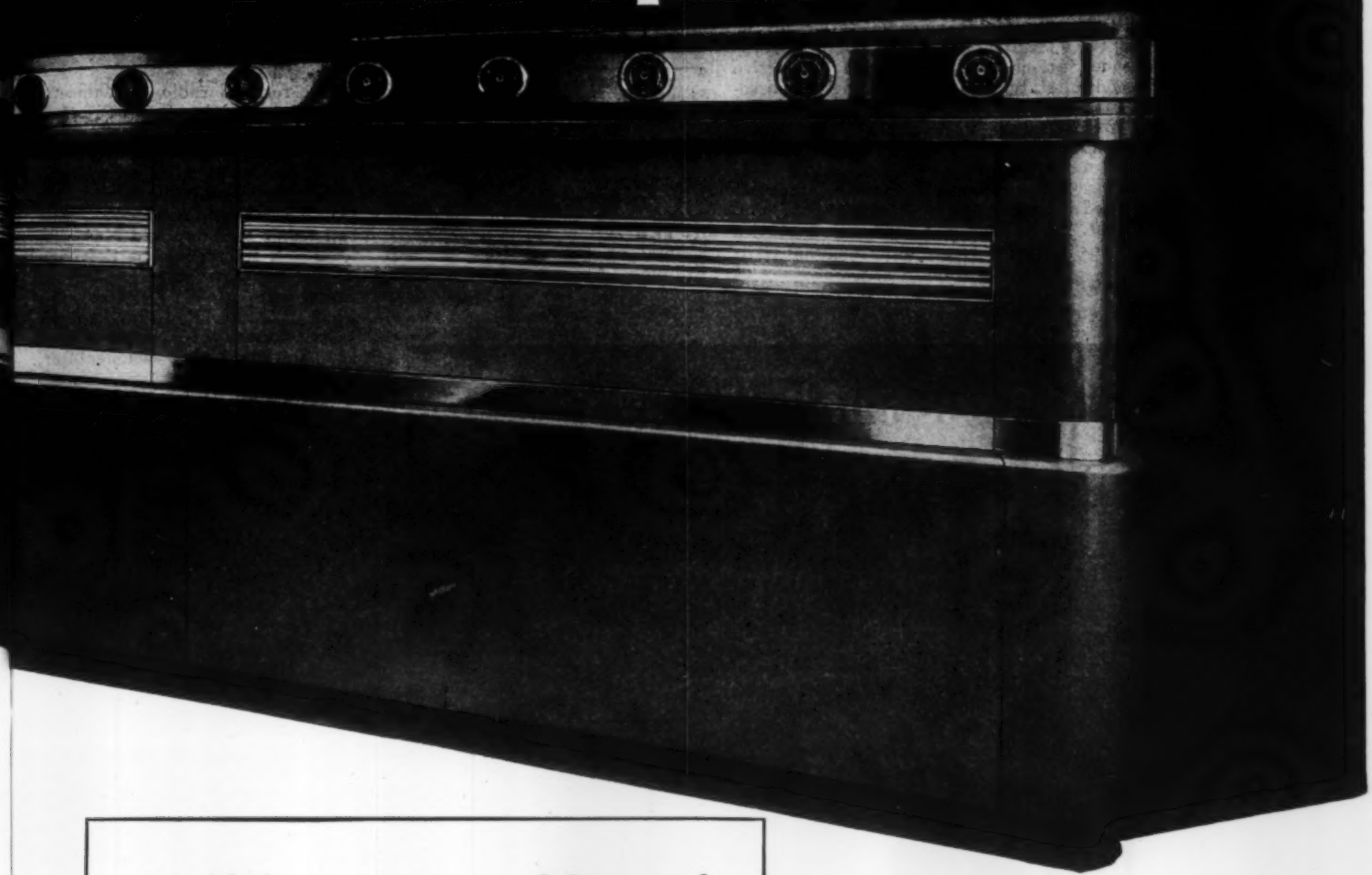
- Whether your AM broadcast requirements are for domestic or international service, General Electric will be able to supply broadcast equipment for every need—AM transmitters from 250 watts to 1000 kilowatts, complete studio equipment, auxiliary electrical components, and antenna systems. This equipment will be designed to give you maximum performance. It will be capable of delivering high-quality transmissions over sustained periods of time—with maximum freedom from outages. It will be engineered ahead of tomorrow's needs to insure your investment against rapid depreciation.
- General Electric has rich experience in developing and building radio and electrical equipment of every type. General Electric operates the world's largest broadcast equipment proving ground for the four major services—AM, FM, television, and international broadcasting.
- For information on G-E equipment, call your G-E broadcast equipment representative at once, or write: *Electronics Department, General Electric, Schenectady 5, N. Y.*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-DS-89K

of **AM** power



Establish a priority on delivery of your AM equipment—*now!*

Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of G-E AM transmitters and associated equipment.

Use G-E Electronic Tubes in your station for maximum dependability, finer performance.

Hear the G-E radio programs: *"The World Today", news, Monday through Friday 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.*

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM *See G.E. for all three!*

XUM

ON THE SERVICE FRONT

Farr Wins Bronze Star; Fogel Rejoins Transcription Firm

CAPT. FINIS FARR, former writer-producer of *March of Time* and writer of *Mr. District Attorney* "for meritorious service" has been awarded the Bronze Star Medal by Lt. Gen. R. A. Wheeler, India-Burma Theater commander.

As writer-producer and officer-in-charge of the radio team in CBI, Capt. Farr handled a series of recorded programs in the field under difficult technical and living conditions. The series, *Yanks in the Orient*, broadcast weekly over American, was the only regular network program produced by an overseas theater of operations. Among the missions accomplished by Capt. Farr, together with Capt. Bert Parks, former CBS staff announcer, was a bombing flight over Burma and a flight behind enemy lines to a Ranger outpost. On the latter mission, the group was attacked by Japs and both men walked for four days with the Rangers before reaching safety.

* * *

Col. Fogel Retired

LT. COL. IRVING FOGEL, for 18 months officer in charge, American Expeditionary radio stations in the Mediterranean Theatre of Operations, has been retired to inactive status and is rejoining his associate and partner William H. Holmes in Technical Research of America, transcription and recording production-manufacturing concern with offices in Washington, New York and Hollywood. Col. Fogel entered government service at start of the war as special civilian consultant to the Secretary of War, and upon being commissioned established Armed Forces Radio Service in Hollywood. He was decorated by the Italian government and in addition knighted by the Holy See in Vatican City.

CAPT. SUPPLE (r) explains script of *Hometown U.S.A.* to Warrant Officer Donald F. Johnson, leader of the Fort Thomas, Ky., post band, and Shirley Carter, singer.

* * *

Heads Hospital Radio

AFTER serving as bombardier in a total of 101 missions in both Europe and the Pacific, Capt. Gilbert J. Supple, former Erwin Wasey & Co. script writer, has been placed in charge of the radio department of the AAF Convalescent Hospital in Fort Thomas, Ky. Among programs emanating from there is *Hometown U. S. A.*, heard Sundays over WCKY Cleveland.

* * *

Reunion

CAPT. WAYNE RHINE, former engineer with WPAT Paterson attached to the U. S. Army headquarters in Germany, recently met Bernie Clapper, another WPAT engineer also in the Army in Germany. Capt. Rhine was formerly a member of SHAEF.

* * *

Baseball on WVTK

TWO former radio announcers, Sgts. Fred Reinhardt, WJPF Herrin, Ill., and Ray Carroll, WIP Philadelphia, now in the Philippines, teamed up to bring an overseas play-by-play account of the two New York Yankee-led baseball teams to Army and Navy listeners on the Pacific battlefronts. The broadcast was on Armed Forces station WVTK from Coe Field on Leyte, P. I. Lt. Paul M. Visser, former production assistant of *Vox Pop*, was commentator, with Sgt. James S. Spivey, formerly of WTAW, College Station in Tex., now WVTK engineer, monitoring the broadcast. All four men are members of the Armed Forces Radio Service, which is on the air 10½ hours daily and 14 hours Saturday and Sunday, with special recorded broadcasts for overseas servicemen.

* * *

Col. Nussbaum Decorated

LT. COL. HOWARD L. NUSSBAUM, radio officer for the 12th Army Group in Europe and former NBC producer, has been decorated with the Legion of Merit for broadcasting from the European Theater from D-Day until V-E Day and for radio and recording research operations conducted in aerial combat missions over enemy territory prior to D-Day.

* * *

Brisson Gets Plaque

A SILVER PLAQUE was to be presented yesterday (Aug. 19) on *The Fighting AAF* to Maj. Frederick Brisson, producer of the show, designating the program "the most originally themed to come to radio during this war". *This Month* magazine is making the presentation.

First in Basic Public Service

KFNF

The Friendly Farmer Station

In ONE SERIES of 25 Public School Programs

Gave Actual Broadcast Experience to More Than

900

Public School Students

Between March 5 and May 14, 1945

PROGRAMS PRESENTED BY SCHOOLS OF THREE STATES—NEBRASKA, IOWA, MISSOURI—Which reach deep into the Hearts of thousands of friends, relatives and well-wishers of the 900 Participants.

Programs which brought thousands of cards & letters to KFNF (up to 2750 per program) as these intensely interested people boosted their favored school for the First Prize Award—a $100.00 War Bond presented by the station.

PROGRAMS—of and for the people—explain the sincere listener loyalty which KFNF enjoys in the great, and wealthy, rural and semi-rural market around Shenandoah.

PROGRAMMING SKILL—Local "Know-How" explains why—

Informed Sponsors Are Buying

KFNF

1000 W SHENANDOAH, IOWA 920 Kc

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS SHENANDOAH, IOWA

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

World's First Station Celebrates 25th Birthday

A quarter-century ago, commercial* radio broadcasting began. On August 20, 1920, the "billion year silence of the ether" was broken by WWJ, originally 8MK, The Detroit News radio station.

Many broadcasting "firsts" followed.

WWJ was America's first commercial radio station to broadcast daily programs. First to broadcast election returns. First to broadcast World Series results. First to broadcast a complete symphony concert. First to organize a broadcasting orchestra.

Throughout 25 years of existence, WWJ has maintained its leadership in public service, entertainment and ethical responsibility. Recently, it demonstrated its initiative by becoming the first station to ban transcribed announcements and transcribed singing commercials. And immediately after Pearl Harbor it eliminated middle commercials from newscasts.

Looking ahead, WWJ established a Frequency Modulation station—WENA—which has been in constant daily operation since May 9, 1941. Ten months ago an application was filed with the Federal Communications Commission for permission to construct a Television station.

The pioneering spirit which actuated the establishment of America's first commercial broadcasting station lives and thrives at WWJ after 25 years of broadcasting in the "public interest, convenience and necessity."

**WWJ acknowledges the pioneering research efforts of such scientists as Dr. Lee de Forest, Dr. Frank Conrad and others operating under experimental and amateur licenses.*

NBC BASIC NETWORK
Associate FM Station WENA
Television C. P. Pending

WWJ

OWNED AND OPERATED BY
THE DETROIT NEWS
THE HOME NEWSPAPER
950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY, ***National Representatives***

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
K
C
W
B
K
S
H

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

FMBI Refers Proposed Merger With NAB to Expanded Board

REFERRING proposed merger with NAB to newly elected and expanded FMBI board, the FM industry's trade association held its common membership meeting in Milwaukee by proxy Aug. 14-15. The new board voted to be composed of 15 instead of 9 members, met at the same time.

Most important business conducted by retiring board was acceptance of three new members: El Paso Public Schools, Asbury Park Press Inc., and *The Haverhill Gazette*, Haverhill, Mass. The quorum present of retiring board was composed of Walter J. Damm. WTMJ Milwaukee, FMBI president; George W. Lang, WGN Chicago; Cecil D. Matson, W. B. Jones Adv., Binghamton, N. Y.; Lee B. Wailes, Westinghouse Radio Stations, and R. H. Manson, president of Stromberg - Carlson.

Service to NAB

WESTINGHOUSE Radio Stations have four of its executives serving on NAB committees. Lee Wailes, general manager of WRS, spearheaded the new "Standards of Practice" adopted recently at the recommendation of the Code Committee. Leslie W. Joy, manager of KYW Philadelphia, heads up the Public Relations Committee; James A. Begley, KYW program manager, is chairman of the Copyright Committee; and J. B. Conley, manager of KEX Portland, Ore., is chairman of the Office Forms and Practices Committee.

Membership Meeting

Immediately following meeting of old board, sixth annual membership meeting of association was held by proxy. Of total 129 proxies issued, 56 were returned which together with 17 members present gave total vote of 73.

Original charter and by-laws were amended to permit FMBI to act on general industry problems instead of letting NAB handle such matters. Original restraining wording did not allow FMBI to enter any industry controversy whether or not NAB took part in the proceedings. Vote to delete this handcuffing measure was 72-1, same vote for expansion of new board.

Composing new board of directors are: C. W. Meyers, KOIN Omaha, and Gordon Gray, WSJS Winston-Salem, both elected for one year terms; C. M. Jansky Jr., Washington radio engineering consultant, and Clarence Leigh, elected for two years. G. E. Gustafson, vice-president in charge of engineering for Zenith Radio Corp., and W. R. David of General Electric were elected for three year terms. T. C. Streibert, president of WOR New York, and Ray H. Manson, of Stromberg-Carlson, continue as members for next three years while Wayne Coy of the *Washington Post* replaces John V. L. Hogan of WQXR New York for three-year term. C. D. Mastin, WNBF Binghamton, was elected to fill unexpired term of F. M. Doolittle, WDRC Hartford.

Following report by President Damm, W. R. Davis reported on broadcast equipment and Mr. Jansky reported on engineering aspect of new allocations, stating that "it was too early to tell what they will mean." He will later submit written report.

Maj. E. H. Armstrong, inventor of FM, spoke on use of new directional antenna to give proper coverage from out of town transmitter sites until such time as transmitters of sufficient power are available. He said that on the basis of his observations thus far, operations in the new band indicated that tropospheric transmission might be as big a problem in the new band as was Sporadic E in the old. He commented that Sporadic E was a very much overrated problem and also said there was no doubt about successful operation of FM in the higher band since the system was originally sold with operation at 177 mc in first demonstrations.

Mr. Manson's report dealt with postwar FM receivers. He foresees difficulty for receiver engineers in preparing FM designs. He stated that it will be well into 1946 before tried and proven designs of new FM receivers can be made available in quantity unless some safe shortcuts can be devised for field testing. Every effort to have FM receivers by Christmas was being made by all manufacturers, he said. Plans by manufacturers for their new sets are based on the following points:

(1) New FM sets have two FM tuning ranges, 42-50 mc and 88-106 mc; (2) there will be no FM sets without AM band; (3) new FM sets will have limiters or equivalent; (4) certain models of each make will provide for audio reproductions up to 15,000 cycles; (5) manufacturers will provide several FM chassis designs which will be housed in variety of cabinets; (6) some manufacturers will provide push button operation for station selections; (7) FM sets will have built-in antennas, external FM antennas to be available for handling weak signals in fringe areas; (8) some manufacturers will supply adapters for use on present 42-50

(Continued from page 34)

FACT or FICTION?

Q. Most serious forest fires are unavoidable.

A. *Fiction.* 9 out of 10 could have been prevented.

It's a Known FACT *that*

WLAW

LAWRENCE, MASS.

serves New England's 3rd Largest Concentrated Radio Audience . . . highly attentive and responsive.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

KFI

The one station that covers all of Southern California

NBC

FOR LOS ANGELES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC.
NATIONAL REPRESENTATIVES

"... and below, we see the world's *second largest* livestock market"

Thousands of Nebraska 4-H Clubbers were listening to Bill Macdonald (center), KFAB Farm Service Director, and L. I. Frisbie (right), State 4-H Club Leader, as they described the Omaha Stockyards. This was a big occasion for rural Nebraska... KFAB was giving the annual Nebraska 4-H Club Week *entirely by air.*

You see, the ODT, because of travel restrictions, asked that the event be cancelled at Lincoln ...so KFAB took over the job of bringing the complete program to the homes of 4-H Club members all over the state. Descriptions of visits to various spots of interest and talks from speakers who would have appeared on the regular Club Week highlighted the ALL RADIO 4-H Club "get-together."

So many 4-H farm youths asked for more information about these broadcasts that 20,000 16-page booklets entitled "4-H Club Week by Radio" are being sent to club members throughout the state. The booklet gives a complete picture story of all activities during this big week of radio.

Bill Macdonald, KFAB's Farm Service Director, is constantly working hand in hand with the tens of thousands of farmers who rely on THE BIG FARMER STATION for farm service news.

*"The **BIG** Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

EIGHTH WAR LOAN CAMPAIGN SPEEDED

PLANS for the Eighth War Loan Drive, formerly scheduled for November or December, were being speeded up last week following surrender of Japan and modified to compose a great Victory Loan. According to Treasury officials, drive would constitute the final major campaign to finance the war and stop inflation.

Last week Treasury called some 200 field men to meet in Washington Aug. 18-19 to consider advancing drive to late September-early October period. They also were to decide on quotas, methods of promotion, other details.

Radio is expected to maintain its high position in promotion support, havng outranked and more than doubled combined effort of all other media in the last campaign [BROADCASTING, July 23, Aug. 6].

WHB Local News

PLACING new emphasis on local news, WHB Kansas City has revised its local news coverage setup, with Richard Clark Smith in charge as chief of the bureau and principal news announcer. Smith has been war program manager and special events director. David W. Hidgins is new managing editor and Bob Grinde, formerly of KHJ Los Angeles, joins staff as newscaster. Station now has seven daily daytime newscasts. News staff will be increased.

Ralston Adds

RALSTON PURINA CO., St. Louis, effective Sept. 3 renews sponsorship of *Tom Mix and His Straight Shooters* 5:45-6 p.m. (CWT) on Mutual for 56 weeks. Effective with renewal show will increase to 246 MBS stations. Agency is Gardner Adv., St. Louis.

Patience Rewarded

PATIENT vigil at the shortwave post which KROW Oakland installed a year ago paid off in the early hours of Aug. 10 when Naomi Downey, operator, copied the first Morse code radio signals from Tokyo in which the Japanese offered to surrender. The dispatch was followed up by a broadcast from Japan which KROW also released immediately, scooping its nearest competition in the Bay Area by at least an hour. The listening post was installed just prior to D-Day in the hills overlooking Oakland, with directional antenna stretching out in all directions.

FMBI

(*Continued from page 32*)

mc FM sets to accommodate new allocation.

Meeting of new board immediately following membership meeting was on discussion of future of FMBI and advisability of merging with NAB. Much of the discussion centered around fact that majority of members present felt FMBI should continue to operate in an aggressive manner but at the same time the proposal of NAB should be explored to its fullest extent. The board approved a letter which will be sent to the president of NAB by the president of FMBI asking in effect for NAB to state their definite plans, aims and programs for the promotion of FM. Mr. Damm also said that if FMBI continued under present program with an office in Washington, he would be unable to serve again as president because of the demands the organization placed on his time and efforts. He was reelected president to serve until next annual election, a fact which presupposes closing of Washington office sometime within near future.

Myles Loucks, managing director of FMBI, also tendered his resignation effective whenever the board could decide on the future action of FMBI and operation in Washington.

An executive committee was appointed to plan future action of FMBI. Committee is composed of Messrs. Coy, WTMJ secretary-treasurer (chairman), Gray and Mastin. There will be a meeting in Washington Aug. 28. New officers are Walter Damm, continuing as president; Wayne Coy, vice-president, replacing Ted Streibert, and L. W. Herzog, continuing as secretary and treasurer. Meeting of board has been set for Sept. 25 in New York.

Present at the meeting in Milwaukee were: Walter J. Damm; L. W. Herzog; Phil Loucks, legal consultant for FMBI; Myles Loucks; George W. Lang; G. E. Gustafson; Cecil D. Mastin; W. R. David; Lee B. Wailes; Milton B. Sleeper, publisher "FM & Television"; C. M. Jansky Jr., FMBI engineering consultant; Wayne Coy; Gordon Gray; R. H. Manson; Maj. F. H. Armstrong and P. B. Laeser, WTMJ-WMFM.

It is not always the costliest lure that gets the best results! It's just a matter of giving listeners what they want. And that's what WSIX does. Best proof of it is that 81.5% increase in WSIX's all-day average Hooper for the two years ending in January! Here is what WSIX offers: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at very low unit cost. . . . In the thriving middle Tennessee area covered by WSIX, more than a million potential buyers await your "plug".

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Better Use
WINN
in LOUISVILLE
BASIC STATION AMERICAN
WINN
BROADCASTING COMPANY
HARRY McTIGUE General Manager

Down to Earth

"*Down to earth*" reasons why WAGA is making so much progress in the South's most responsive market.

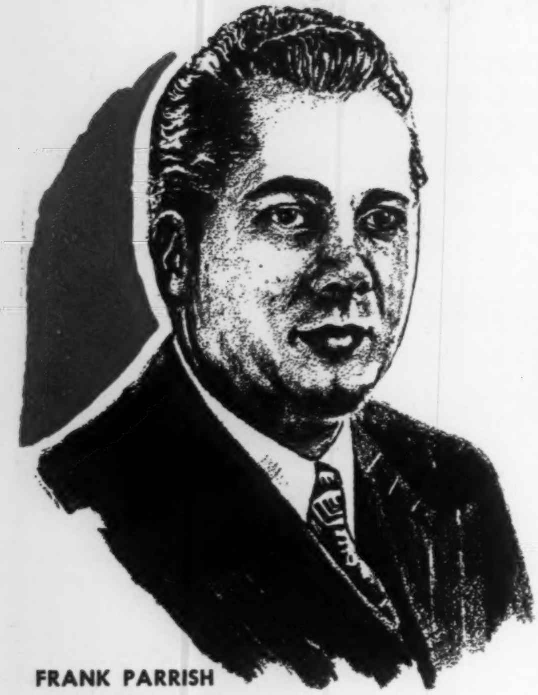
WAGA's 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for HALF of Georgia's radio homes and HALF of its retail sales. Well planned and produced programs are the basis of the station's popularity—backed by an aggressive audience-building promotion.

These are DOWN TO EARTH facts.

WAGA

ATLANTA

5000 watts on 590 Kc. • American Broadcasting Company
Represented by Headley-Reed



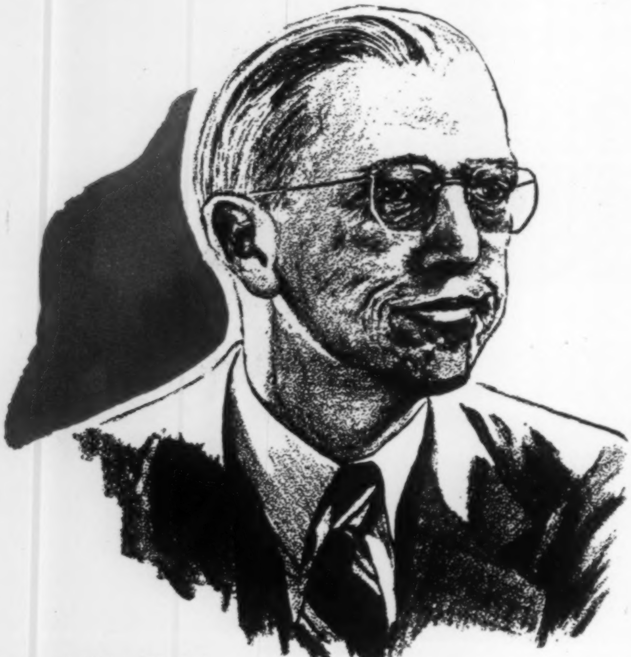
FRANK PARRISH

2:30 p.m. Sunday 9.9
"The Trolley Trio"• Sponsored by Indianapolis Railways

5:30 p.m. Monday thru Friday . . 6.0
"Frank and Harry"• Sponsored by Barbasol Company

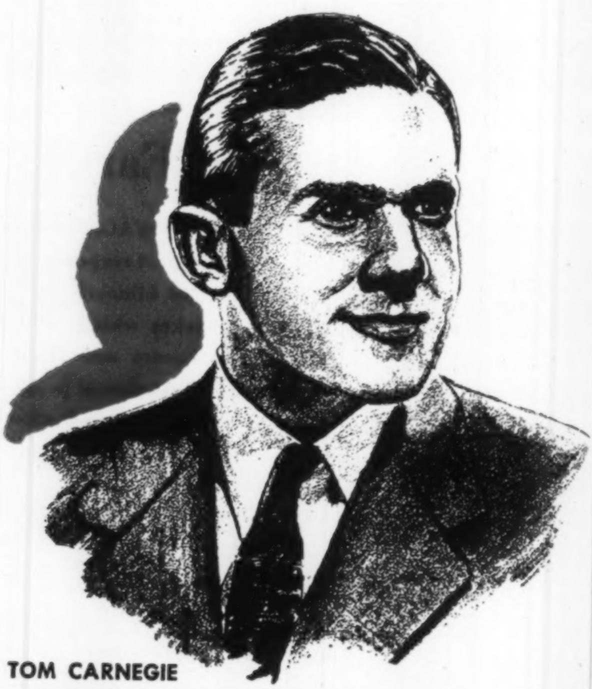
'Live WIRE *Personalities*

★ Just how good are locally produced programs? The answer to that one depends on the personalities you put to work for you. And WIRE really has the talent that gets the Indianapolis listeners. A glance at these Hooperatings* should prove beyond doubt that WIRE's talent is tops.



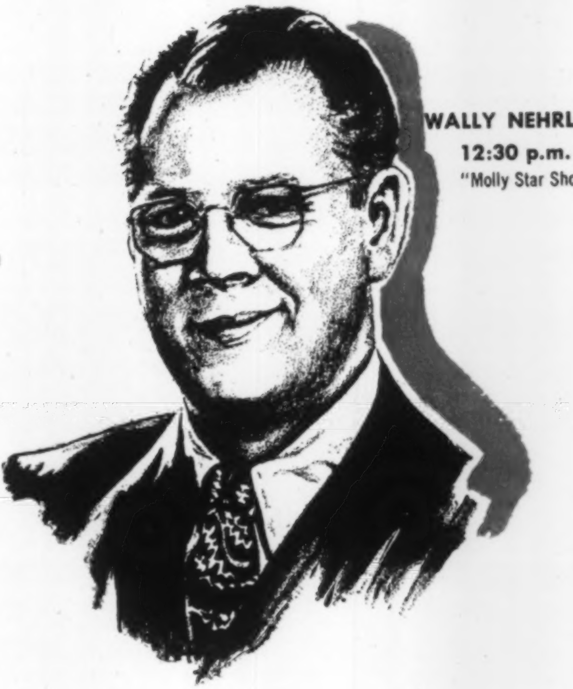
RALPH KNOX

12:15 p.m. Monday thru Saturday 6.5
News • Sponsored by Morris Plan



TOM CARNEGIE

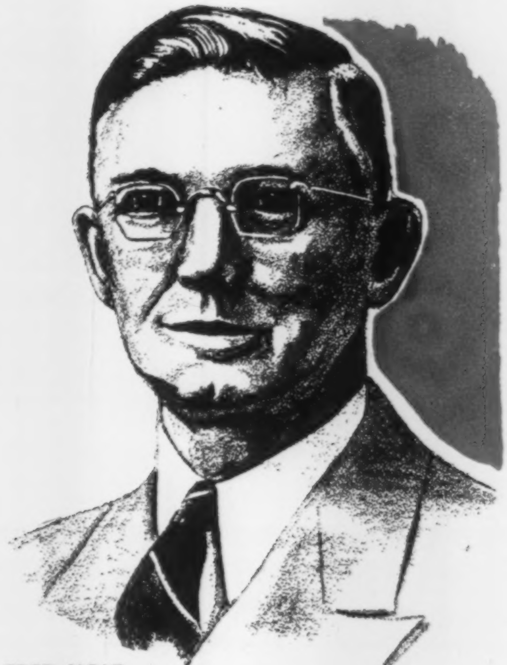
5:45 p.m. Monday thru Saturday . 5.0
Sports News • Sponsored by Shell Oil Company



WALLY NEHRLING

12:30 p.m. Monday thru Friday . 6.3

"Molly Star Show"• Participating Program



FRED HOLT

6:45 p.m. Monday thru Saturday . 7.9

News • Sponsored by Standard Oil of Indiana

In placing your 1945-46 budget you'll be needing the skillful showmanship of a 'Live WIRE Personality in the Indianapolis market. Now's the time to buy time on WIRE. Call our national representatives for availabilities on choice spots and time.

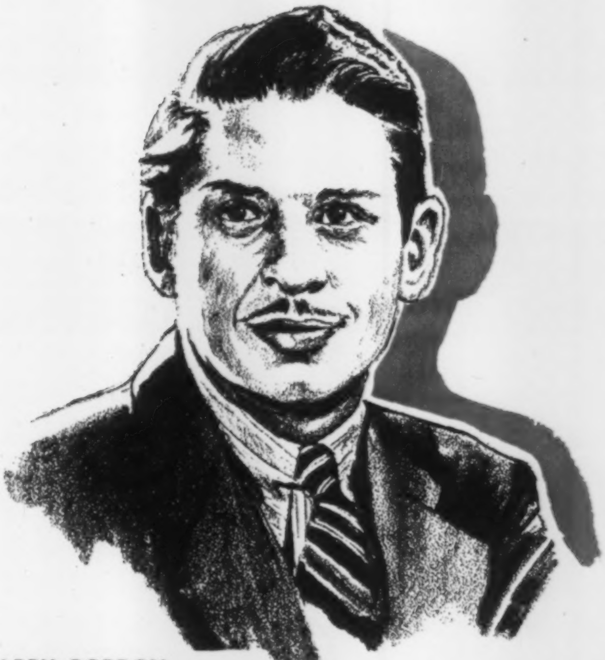
*FALL, WINTER AND SPRING, 1944-45 RATINGS
Indianapolis City Zone, C. E. Hooper, Inc.

WIRE

BASIC NBC · 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK · CHICAGO · KANSAS CITY

AFFILIATED WITH

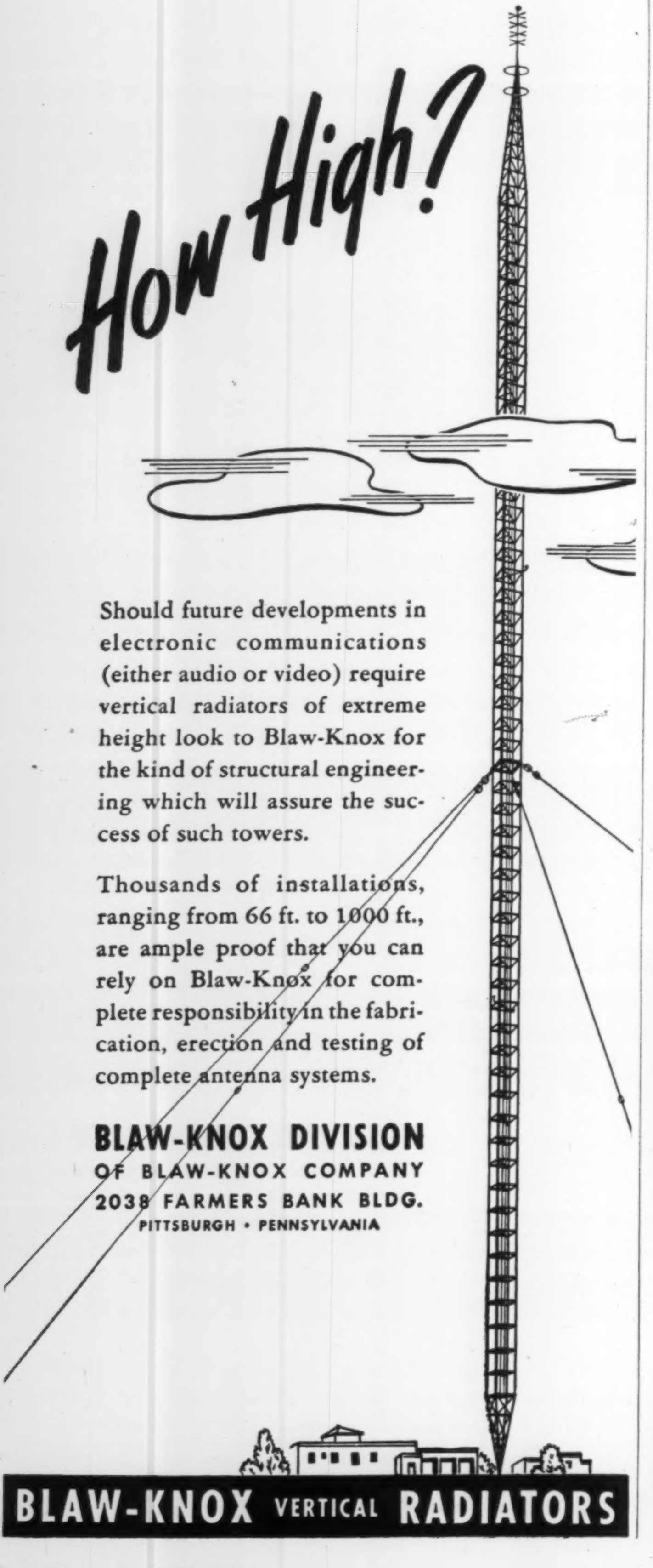
THE INDIANAPOLIS STAR



LARRY GORDON

12:00 Noon Monday thru Saturday . 4.9

"Tello Test"• Sponsored by Bishop Furs



Should future developments in electronic communications (either audio or video) require vertical radiators of extreme height look to Blaw-Knox for the kind of structural engineering which will assure the success of such towers.

Thousands of installations, ranging from 66 ft. to 1000 ft., are ample proof that you can rely on Blaw-Knox for complete responsibility in the fabrication, erection and testing of complete antenna systems.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH • PENNSYLVANIA

BLAW-KNOX VERTICAL RADIATORS

Plans

(Continued from page 20)

permission for erection of 770 foot towers will be requested once again.

WOR has applied for three television stations in New York, Philadelphia and Washington. The New York transmitter would be located next to the WBAM-FM transmitter atop 444 Madison Ave. Studios await Commission requirements. Initial video investment is estimated from $400,000-$500,000 in New York and about $300,000-$400,000 in Philadelphia and Washington.

The local station setup in New York is still in a very nebulous state. WNEW is the only one which revealed plans to spread out in new space and to definitely take advantage of more modern equipment. It has asked permission to construct an FM outlet and plans to apply for a 50-kw AM transmitter.

An unprecedented building program by the four major networks on the West Coast bids to further enhance Hollywood in standard radio, FM and television. Overall investment represents several million dollars. Height-limit buildings with space restricted to network and allied crafts have been blueprinted by NBC and American Broadcasting Co. Don Lee Broadcasting System, West Coast outlet of MBS, has approved architectural plans for its new building on "radio row". CBS has blue-prints under way for two new audience studios and additional office facilities.

NBC expansion alone will entail expenditure of a million dollars to cover new equipment, television studios as well as proposed office building, it was said. Also under discussion are plans for building sound stages with necessary television equipment. Two additional audience studios, seating around 400 persons each, are to be erected in the rear of present NBC Hollywood Radio City.

American has several Hollywood building sites under consideration. With arrival of New York executives within the next few months, full announcement of postwar plans will be revealed. Hollywood Radio Playhouse, under five-year lease, was recently remodeled at cost of $50,000 to house KECA Hollywood, owned and operated station. When American builds its own western division headquarters KECA operations will be shifted, thus centralizing all activity. Extensive building plans also are blue-printed for KGO San Francisco.

Two CBS Studios

CBS construction of two new audience studios seating 450 persons each, and additional office facilities, is estimated at about $350,000. Having acquired, subject to FCC approval, KQW San Francisco affiliate, at price of $950,000 [BROADCASTING, June 15], CBS has ambitious plans for that area too.

Don Lee Broadcasting System, West Coast outlet of MBS, some months ago invested around $750,000 in a site for a new two-story studio and executive building to meet anticipated needs of television and FM as well as AM, according to Lewis Allen Weiss, vice-president and general manager. Adding to its importance in the West Coast radio picture, Don Lee recently purchased stock of Pacific Broadcasting Co., thus directly adding the 22 Pacific Northwest affiliates to its regional list of 40.

Associated Broadcasting Corp. which starts operating Sept. 16 as a fulltime 16-hour daily network, is setting up a West Coast sales

(Continued on page 40)

NORTH
EAST
WEST
SOUTH
The Texas Rangers

SELL
MANY PRODUCTS FOR
MANY ADVERTISERS

NOW ON

W X Y Z

Detroit

(Participating sponsors)

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

Here's Our Market

6 Thriving Cities
and
a Total Population
of over a Million

JOHNSON CITY, TENN. **WJHL**
1000 Watts-910K.C.
Represented Nationally by
Howard Wilson Co.

"Throw Your Voice Where It Will Do the Most Good!"

★ **Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.**

(Key Station of the Michigan Radio Network)

WXYZ

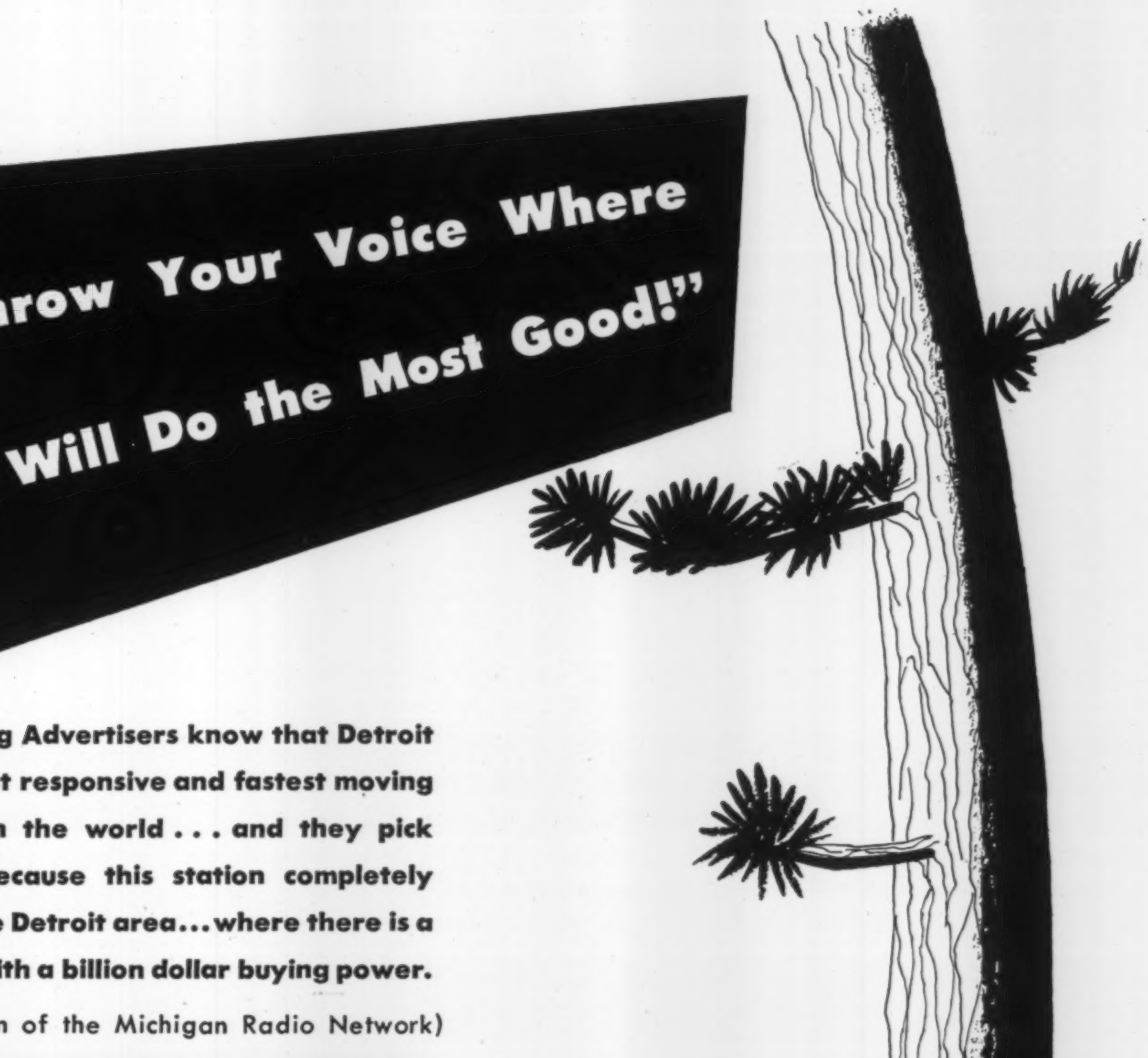
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

KING-TRENDLE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.



Plans

(*Continued from page 38*)

division with offices in Los Angeles, San Francisco, Seattle, Portland and Tacoma, under direction of Van C. Newkirk, West Coast vice-president and manager. Going out of the "per occasion" class, that organization has extensive intents. If they materialize, KFWB will be the major Southern California outlet.

Following V-J Day a six-story building exclusively for talent agents, advertising agencies and program builders will be erected in Hollywood by Dave Covey, former owner of Sardi's Restaurant. Prospective tenants are being approached on long-term lease, with floor plans and space dictated by the lessee.

There are several other important developments under way which will further identify Hollywood and the West Coast in the radio spectrum. With war's end, Capitol Records Inc., will take over the building housing BROADCASTING'S West Coast offices. Remodeling is to be done and recording and broadcasting studios also will be erected with latter facilities available to local stations and networks for studio audience programs.

Link Means Studios

With linking of KSFO San Francisco and KPAS Pasadena, Universal Broadcasting Co. will set up Hollywood studios and a recording-transcription division. After FCC sanctions purchase of KYA San Francisco and KMTR Hollywood by *New York Post*, the group will move into the California picture on a more elaborate scale.

Television and FM transmitter sites have been acquired or applied for by some eight Los Angeles area stations. With Twentieth-Century-Fox recently joining Paramount, Warner Bros. and MGM in preparing for active participation in television and FM, greater emphasis will be placed upon Hollywood's position as a production center in all mediums of entertainment. Twentieth-Century-Fox, New York, also has leased a video station in Boston to start operation on a purely experimental basis by September.

International Business Machines Corp. recently filed application to build terminal stations for an experimental radio relay network in Los Angeles and San Francisco. Proposed California setup would be similar to the IBM experimental network between Schenectady, New York and Washington. West Coast relay network would have channels for two two-way television programs, four FM broadcasts, two facsimiles, and in addition carry impulses to operate 120 IBM radio-type machines, it was said. Terminal stations in San Francisco and Los Angeles would be connected by a chain of automatic relay stations placed on towers about 60 miles apart. It is expected that the two cities as well as communities in between can be served by proposed network.

Almost all Chicago stations, both network and independent, are looking forward to construction of increased facilities for AM, FM and television.

Among the independents, WIND will probably do the biggest job. According to owner Ralph Atlass, plans are already drawn for new studios and offices which will cover approximately 10,000 square feet of floor space. It is hoped that building of these $100,000 studios will get under way within three months. Principal difficulty is finding adequate space in a building that provides sample ceiling height.

WIND does not plan any FM at present; however, a television application is in. The cost of the entire television setup is estimated at $300,000.

Multiplex Tests

WJJD Chicago, owned by Marshall Field interests, desires to do immediate experimentation with multiplex transmission of FM super-imposed on facsimile. Station has no television plans at present but will move into the field if conditions warrant.

According to Art Harre, manager of WJJD, present studios and equipment, having been built in 1940, are adequate for AM and FM, with one studio especially constructed for FM work.

WAAF Chicago, managed by Bradley Eidmann, definitely plans to move from its present location to one approximately three times as large. The move will probably cost in the neighborhood of $20,000. WAAF also has an FM application before the FCC, the estimated cost for the transmitter being $85,000. Video plans are still in pre-application stage.

WGN Chicago has probably the most far-reaching blueprints of any

(*Continued on page 42*)

Join the party... listen in on the fun!
"Blind Date"
ARLENE FRANCIS
JIMMY WALLINGTON
HINDS HO... ALMOND
Alan Young Show
REFRESHING NEW COMEDY PROGRAM with PETER VAN STEEDEN'S ORCHESTRA
To Help You Sell More Copies of TIME & LIFE
WKBB 1490 on your dial
Every THURSDAY - 9:30 P.M.
IT'S A BLUE NETWORK PROGRAM
THE MARCH OF TIME

How WKBB Gets Listeners For
Your Program
in Dubuqueland

Through Dealer Contact and Program Promotion

WKBB makes liberal use of dealer cards and letters to give advertisers further product promotion through their dealers. Informed of new WKBB programs sponsored by a product they carry or should stock, the dealers are encouraged to take advantage of the demand created by the program and promote the product in window and counter displays.

WKBB offers close cooperation with advertisers to assure alert time buyers maximum returns for advertising investments. Remember, in Dubuque, WKBB holds top ranking morning, afternoon, and night with listener preference running as high as 4 to 1. WKBB is your wisest choice to reach the Dubuque area.

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

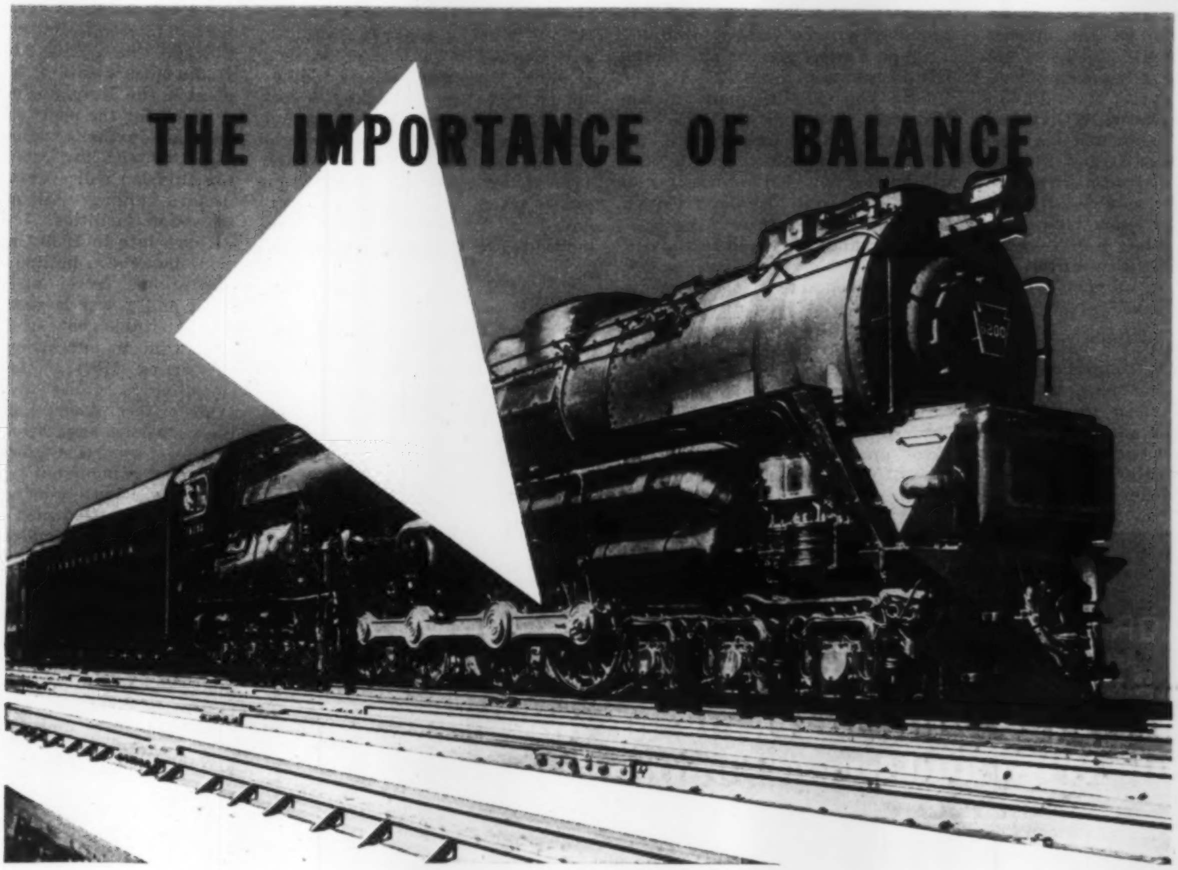
In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

THE IMPORTANCE OF BALANCE



In the driving-wheels of a locomotive.. in the crankshaft of an automobile engine.. in the normal human diet.. in the rhythms and compensations of life itself, there is no rational substitute for balance.

Radio programming, too, needs balance; and, at the stations of Westinghouse, it *gets* it. Not only in the variety of the programs throughout an average 19-hour day of broadcasting, but in the placement of the programs.. their integration to the listening audiences.

Dawn-hours bring agricultural news and views.. then follow the "start-the-day-right" programs. In mid-morning, domestic science and home-making are the principal fare. Music and news dominate the noon hours, and serial stories are broadcast in the afternoons. Then follow children's hours, news, and dinner-music, to usher-in the evenings of sheer entertainment.. fine music.. good comedy.. serious drama. Later on, more news and lighter music, and it's almost dawn again.

Radio listeners may not constitute the whole population of the country, but there are enough of them to challenge the best a radio station can give.. in balancing the programming, in selecting material and talent for the programs, and in placing and spacing such programs for maximum listener interest.

For the benefit of its 18,000,000 potential listeners in primary areas alone, Westinghouse gives *balanced programming* top priority. Time and again, results underscore the wisdom of this Westinghouse policy.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • WOWO • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES, EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Plans

(*Continued from page 40*)

network station. These encompass television, FM and AM. Seven stories additional on the present WGN theater are planned for AM and FM studios and various offices.

In the FM field, this Mutual affiliate is already operating WGNB and has applied for construction permits in Milwaukee, Grand Rapids, Fort Wayne, and Peoria. Proposed stations will join with WGNB, all operating on the same frequency, to form the Midwest FM Network Inc. The WGNB transmitter, located on the top of the Tribune Tower, may be moved.

WGN to Build

Preparing for television but making no definite move, WGN is ready to build when the time is opportune. Sometime ago it conducted a competition for designs for a studio theater which could be used for television. Design which won $5,000 first prize was submitted by Chicago designer of theatrical buildings, Arthur Fred Adams, in conjunction with William F. Clark, engineer. The television antenna probably will be located atop the Tribune Tower, present site of the FM installation.

CBS construction plans in the Midwest, including KMOX St. Louis and WBBM Chicago, are still tentative. It is known that KMOX will build a new AM transmitter on a new site about 13 miles from St. Louis. Cost of new transmitter, site, building, and towers is estimated at $300,000. No studio development plans are concrete at the moment; however, officials have discussed additional facilities at some length.

CBS television in Chicago and St. Louis will be determined by New York research now going on. A new television transmitter is under design. Both WBBM and KMOX have applied for television licenses. FM is already in operation in Chicago through WBBM-FM. St. Louis plans in FM are undisclosed.

The American Broadcasting Co. has filed with the FCC for both FM and television stations, these being owned and managed by American. It is known that the American will leave its present location. Whether the organization builds or remodels existing facilities, the cost for studios, speech input equipment and offices will run in the neighborhood of one million dollars. Transmitter costs will be based on power which has not been determined yet. Equipment has been reserved for television and FM.

New Theater

New theater for audience shows is planned by WLS Chicago, American affiliate and in addition the studios built in 1939 will be modernized. Station will also purchase new remote equipment. FM, television and facsimile will be entered as soon as practical.

NBC Central Division will expand existing facilities and make its television setup as complete as present AM organization. In view of the engineering theory that cross-country television will follow the development of regional chains, NBC plans on centering one in Chicago. Immediate plans call for studio modernization of the present plant in the Merchandise Mart.

Plans for the postwar years contemplate further expansion of NBC facilities with the probability that the Division will eventually occupy its own building with AM, FM and television facilities.

Since late in 1939 Canadian stations have been limited on building alterations, frozen on new equipment and power boosts. They have had profitable years of business and now want to put money into their properties. Most of the immediate spending is going to be on new transmitters. About half the Canadian stations have been given permission to increase power, with the majority going from 1 kw to 5 kw.

Three privately-owned stations, one provincially-owned station, and three Canadian Broadcasting Corp. stations want power increases to 50 kw. CFRB Toronto, CKAC Montreal, CFRN Edmonton, and CKY Winnipeg, are all pressing for upward revision of their present power to the maximum allowed under the Havana Treaty, pointing out to the Government that time is growing short under which they can be authorized to increase power before the Havana Treaty is to be renewed. The CBC has stated in Parliamentary Committee hearings that it wants 50 kw for CBR Vancouver, CJBC Toronto, and CBM Montreal.

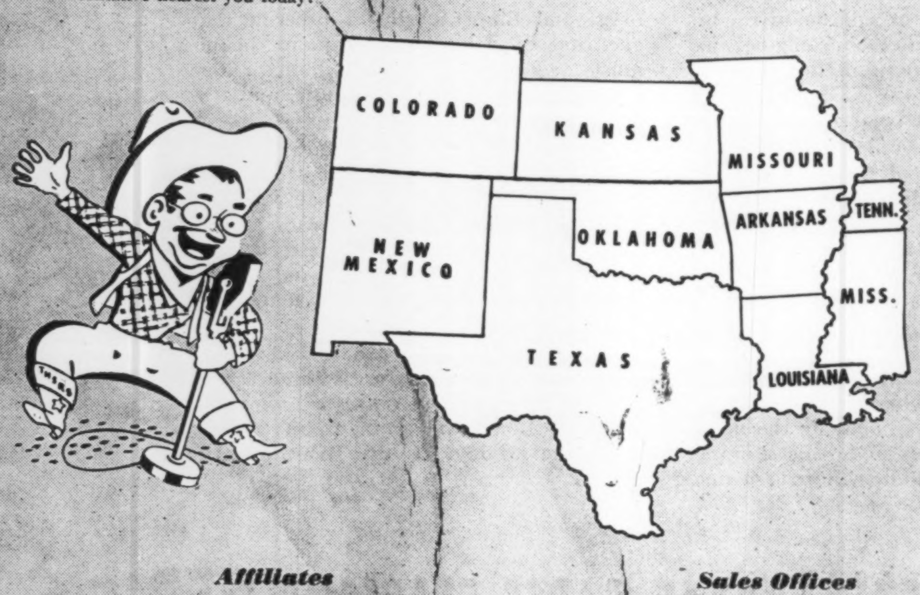
Increasing Power

With the purchasing of new transmitter equipment for 5 kw and 50 kw comes the construction of new transmitter houses, antenna systems including many directionals under Havana Treaty regulations. It is estimated that stations increasing power to 5 kw will spend on an average of $70,000 on transmitter, building and antenna, while stations going up to 50 kw will spend about $350,000 each. Add to this a number of small stations licensed in recent months and the overall expenditure in this realm

(*Continued on page 44*)

TAYLOR-HOWE-SNOWDEN *Radio Sales*
can give you *Accurate* Facts about radio and markets of the Middle West and Great Southwest!

We know this market intimately, and can help you in preparing a spot campaign that will get maximum results from this rich, responsive territory. Let our first-hand knowledge and vast experience in this field, be of help to you. Call the T.H.S. representative nearest you today!



Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

Sales Offices

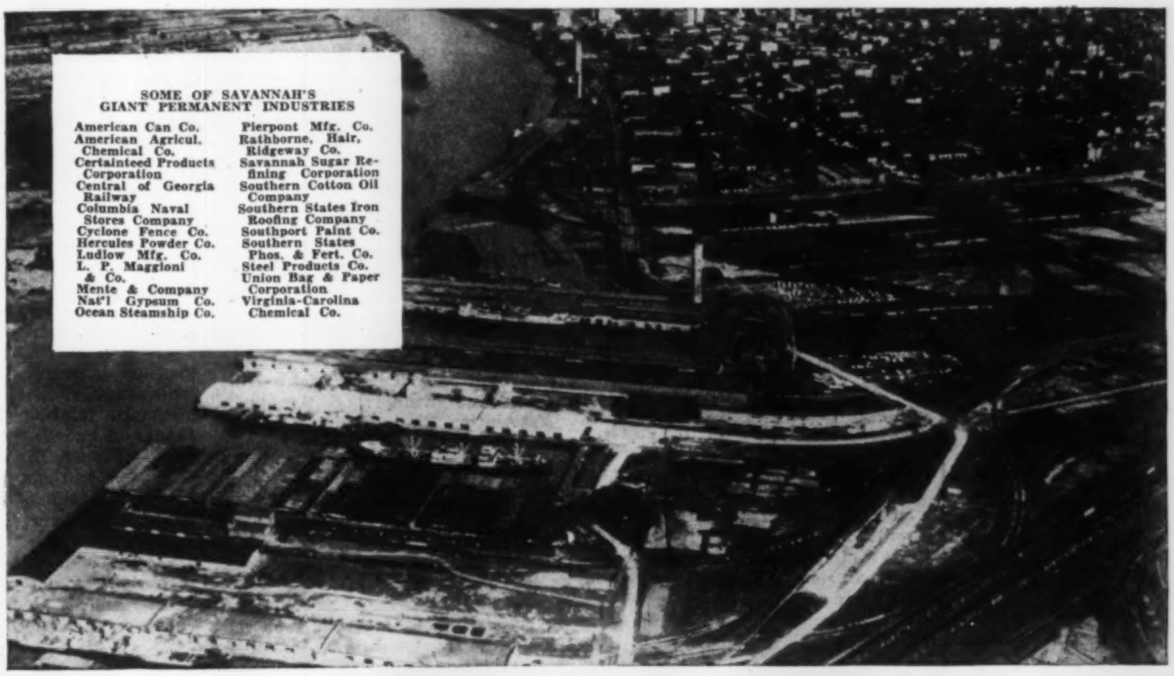
New York
Hollywood
Chicago
San Francisco
Dallas
Portland

General Offices—Amarillo

THERE'S ONLY
1
STATUE OF
LIBERTY
but
WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
Loew's Affiliate



SOME OF SAVANNAH'S
GIANT PERMANENT INDUSTRIES

- American Can Co.
- American Agricul. Chemical Co.
- Certainteed Products Corporation
- Central of Georgia Railway
- Columbia Naval Stores Company
- Cyclone Fence Co.
- Hercules Powder Co.
- Ludlow Mfg. Co.
- L. P. Maggioni & Co.
- Mente & Company
- Nat'l Gypsum Co.
- Ocean Steamship Co.
- Pierpont Mfg. Co.
- Rathborne, Hair, Ridgeway Co.
- Savannah Sugar Refining Corporation
- Southern Cotton Oil Company
- Southern States Iron Roofing Company
- Southport Paint Co.
- Southern States Phos. & Fert. Co.
- Steel Products Co.
- Union Bag & Paper Corporation
- Virginia-Carolina Chemical Co.

GATEWAY TO WORLD MARKETS

Savannah has long been one of the most active ports on the entire Eastern Seaboard—a strategic point for the distribution of raw materials and manufactured products to all the markets of the world. Because of these favorable export-import facilities, the Savannah market has attracted giant permanent industries whose tradenames are known throughout America and many parts of the world.

The manufactured products of these industries have a value of more than $196,000,000 annually.

All this adds up to a stable, steadily growing market, where increasing payrolls offer an excellent opportunity for sales expansion. Alert advertisers, anxious to keep pace with the industrial surge of the South, recognize Savannah as one of the South's fastest growing markets, and WSAV as the most efficient medium for selling it—economically.

WSAV *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

NBC

Selling the New Savannah Seaboard Market

LUCKY?

For years now they've been trying to make us believe a horse shoe over the door brings luck. To us the luck in a horse shoe is being on a horse's foot where it can work and earn.

Pretty much like a radio campaign, too! It's got to go on a station that will enable it to work and earn. WMMN is just such a station because it offers one of America's Greatest Direct Response Markets. We substitute proven results for luck!

Ask a Blair Man

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Plans

Continued from page 42)

will rise to between $3,000,000 and $3,500,000.

Most stations are not planning elaborate studio alterations, some having done alterations in recent months as labor and material became available. CJOR Vancouver is building and planning new studios, as are CKUA Edmonton, CJCJ Calgary, CBV Quebec, CJVI Victoria, CFRN Edmonton, CKCR Kitchener, CBH Halifax, CKPC Brantford and CJKL Kirkland Lake. CKEY Toronto is contemplating a $250,000 building with a studio seating 500 people.

Among new stations to go on the air is a 5 kw station at Sarnia, Ont., which is expected to cost about $100,000 including transmitter and studio equipment and buildings. There are a number of stations which will increase to 1 kw including CHLP Montreal and a number of new 1 kw stations to go on the air including CHUM Toronto and CJAD Montreal. Many 250 w stations have been authorized in small communities, and some stations are moving locations as CHPS Parry Sound, which is moving to Orillia, Ont.

The Canadian Broadcasting Corp. has many plans in the formative stage, but nothing specific approved. Thus, for examlpe, the CBC plans consolidation at Montreal of all services now spread over a number of buildings in the hotel and theater section. A similar consolidation was recently completed at Toronto. Enlargement of studios at other regional centers as Vancouver, Winnipeg and Halifax is also understood to be under consideration. The CBC in its last annual report showed $150,000 earmarked for postwar adjustments.

TRIBUTE was paid to Don Hill, WAVE Louisville sportscaster, by 16,409 fans who turned out for city's Radio Appreciation Night at local ball park. Left to right, Hill, seven-time winner of American Association Radio Trophy; Luther Stein, civic leader, who presented plaque from fans to Ray Costello of Oertel Brewing Co., Hill's sponsor, who in turn gave him a War Bond.

Some 60 Canadian stations have applications before the CBC Board of Governors for FM station licenses, but only two experimental FM stations are presently in operation, one operated by CFRB Toronto, and VE9FM operated by CBC at Montreal on 45.7 mc. CBC plans to establish the Montreal station as a 3 kw transmitter somewhere in the band from 88-106 mc, and to build another FM station at Toronto. CFRB has applied for a 1 kw FM transmitter.

On television Canadian stations also are indefinite. The CBC, controlling all radio, has not yet set a definite television policy and as far as is known has not yet considered licenses for privately-owned television stations. CFRB Toronto plans to establish one, and CBC's general manager, Dr. A. Frigon, has suggested to private broadcasters joint operation with CBC of television stations as it is felt that neither will be able to finance television on a competitive basis.

Atom on Tele

TELEVISION station WBKB Chicago, owned by Balaban & Katz, last week proved the efficacy of visual news coverage through presentation of graphic story of the development of the atomic bomb. Available information was reduced to vivid exposition with the use of charts, diagrams, photos and other visual devices. Physicists and other scientific experts from the U. of Chicago, one of the focal points in development of the bomb, are scheduled to be presented over station.

F. K. Halsey

FREDERICK K. HALSEY, 48, for several years a copy writer at the Wendell Colton Co., New York advertising agency, died suddenly last week at his home in Hillside, N. J. Mr. Halsey had long been connected with the advertising business and at one time headed his own agency in Elizabeth, N. J.

ANOTHER of WTAG's Services to Central New England

VETERAN'S JOB-CLEARING SERVICE
"WHEN JOHNNY COMES MARCHING HOME"
130 INQUIRIES
150 REPLACEMENTS

Over 150 Johnnies in 31 weeks have come marching home to Worcester to jobs of their own choosing. "Johnny Comes Marching Home" created by WTAG, sponsored by Prudence Clothes, with the cooperation of the Veterans' Service Dept., the American Legion, Veterans of Foreign Wars and the United American Veterans, broadcasts the qualifications of four unnamed servicemen each week. Industry listens, writes or phones WTAG for interviews and the Veterans' Service Department does the rest.

Worcester's Mayor William A. Bennett guest starred with these words. "I think that this is a really remarkable achievement because of the unique character of this employment service. It is to my knowledge the only service in the country that places veterans in the particular type of work they want . . . not just any work, but work suited for their training and inclination. I would like to commend WTAG, Prudence Clothes, the veterans agencies and the employers of Worcester and Worcester County. I wish them continued success in this important work which reflects credit on them and on our community."

Creative force makes WTAG a BIG STATION IN a BIG MARKET.

PAUL H. RAYMER CO. *National Sales Representatives*
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS
580 KC
5000 Watts

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS

GOLDBLATT'S
Roy
WGN

THIS IS NO ACCIDENT!

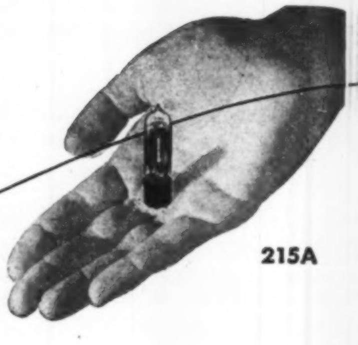
No accident, either, is the astonishing record of Goldblatt's retail business . . . from 15 *thousand* in 1914 to over 62 *million* in 1944. ⁓ And it's equally clear to see why Goldblatt's carry their *entire* radio load on WGN . . . a half hour of lively programming, six days a week . . . two separate quarter hour shows across the board. ⁓ For WGN, the leader in local and national spot business among Chicago's major stations, is the logical answer to the middlewest advertiser.

A Clear Channel Station **WGN**

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.



6AK5

the tube that grew out of a "peanut"

When the returns are all in, many big scientific developments of World War II will be found to have roots deep in the past.

Certainly this is true of the revolutionary 6AK5 — developed by Bell Laboratories, and manufactured by Western Electric.

Back in World War I, these two organizations developed the 215A, so-called "peanut" tube; the first tube whose filament was powered by a single dry-cell. Down the years, research in electronics continued to give birth to new tubes which made "Western Electric" a synonym for performance and reliability. When the coaxial cable system was planned, with vacuum tube repeaters every few miles, the Laboratories developed the 386A tube. At the coming of war, the Bell Laboratories were foremost in design of broadband amplifiers and of the vacuum tubes to make them work.

Indispensable for certain military equipment, the 386A was developed into the 717A tube, and still further refined in the 6AK5.

Besides producing 6AK5's in large quantities, Western Electric responded to emergency needs of the Army and Navy by furnishing design specifications and production techniques to other manufacturers. Today, at least five other companies are in quantity production.

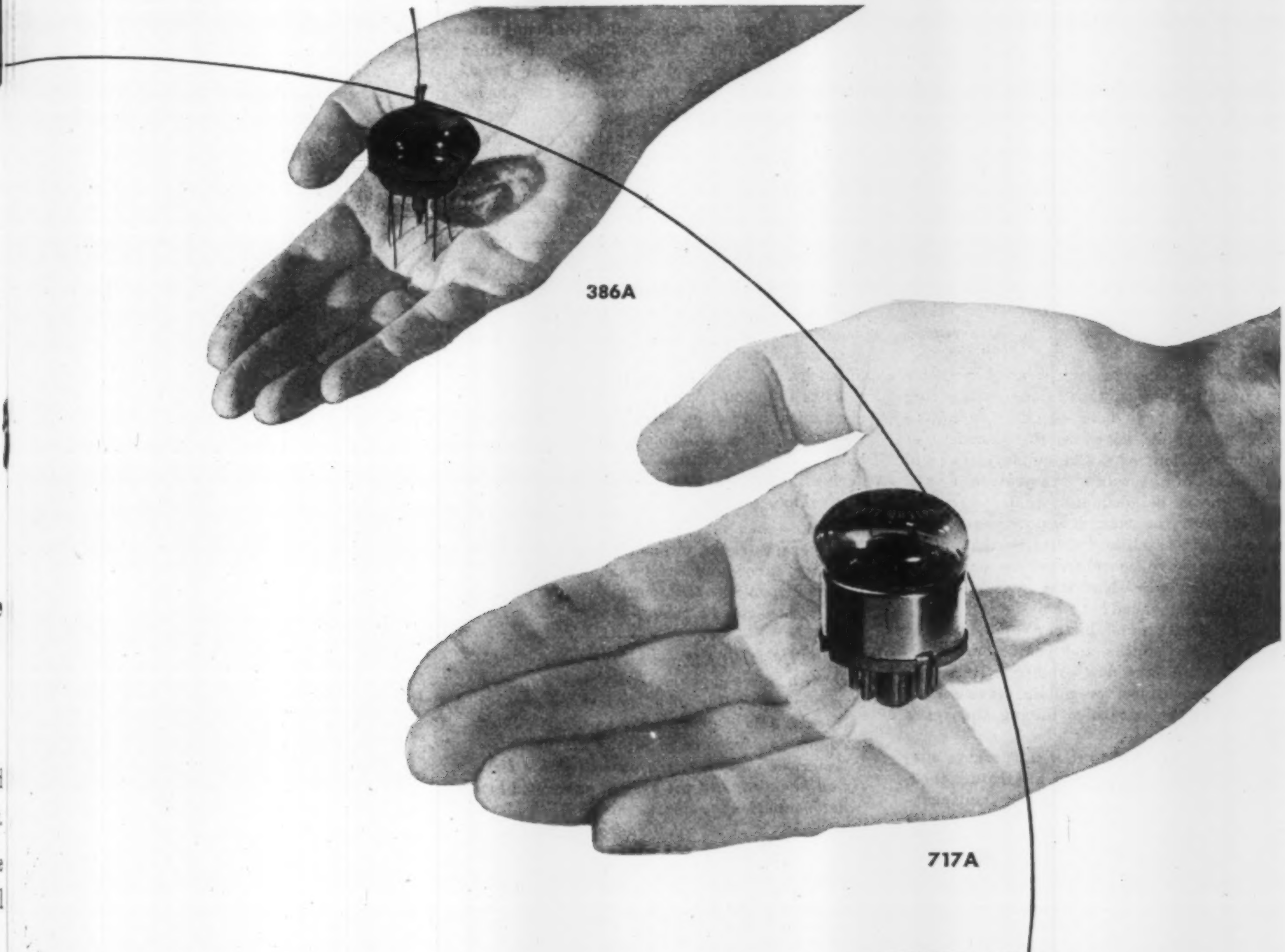
The 6AK5 is another example of Bell Laboratories and Western Electric teamwork, which created many of the war's outstanding electron tubes. These tubes will play important peacetime roles in television and other arts of communication.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.

Western Electric

Manufacturing team-mate of Bell Laboratories, and the country's largest producer of communications and electronic equipment for war.



386A

717A

6AK5
(enlarged approx. 10%)

XUM

Editorial

Well Done, So Far

LOOKING backward through the last 3½ years the men—and women, too— who own and operate America's broadcast stations and networks can scan their logs with satisfaction. For in the nation's hour of crisis, broadcasters gave their best. They gave their time, their equipment, their personnel with little regard for cost.

The broadcasting record is an impressive one. Contributions of time alone, staggering in their total, have been a main factor in keeping the public keyed to the sacrifices of war. Contributions of skilled employes to technical phases of the war effort provide a saga that may never be adequately told.

All through the war years networks, stations and the satellite industries that serve broadcasting have concentrated on one effort —winning the war. Now the war has been won. What lies ahead?

Serious students of history and business agree that the months and years ahead will bring new crises and new problems. Here will come an opportunity for public service even greater than that provided during the years of conflict.

As the nation turned to its loudspeakers during the war to keep informed and entertained, so it will turn to newer and better loudspeakers—and viewers—to learn and to laugh and to weep as history is unfolded hour by hour by a medium that defies time and space.

The responsibility is a heavy one. The facilities made possible by the American system of free enterprise have completed their part in the task of saving democracy from tyrannical dictators who used the State to advance their selfish cause. Now American radio faces the job of helping a democratic nation through troubled years.

A free radio will dedicate itself to that responsibility. And a free radio will do it with the benefit of technical advances surpassing the dreams of the scientists of a decade ago.

AMONG THE BLESSINGS of a peacetime world: news editors do not have to check every yarn that mentions a ship at sea, a serviceman on the move, a device for making war, against the Code of Wartime Practices for American Broadcasters. Censorship is ended, chopped off unceremoniously by Byron Price who never did like the distasteful job he performed with such notable efficiency.

What Is A Scoop?

A VETERAN NEWSPAPER managing editor once said of the news, "All we want is an even break. If we want a scoop, we'll make it."

Is there not a lesson here for radio?

Do you recall during the war that twice radio gave the signal for premature celebrations of V-E Day? And Aug. 12 radio gave the signal for a false celebration of V-J Day.

Once it was a story circulated to stations by INS. Another time it was an AP dispatch. And in the latest case it was a UP flash. And always it was clearly stated that any announcement about the conclusion of either phase of the war would come from the President. In none of these instances did the stories come from that source.

News services, by their nature, can afford to be highly competitive. The effect of an error, or of such mischief as is indicated attended UP's break on V-J Day, is not felt directly by the people. News service copy sifts through editors on radio and press copy desks. But if radio establishes no editorial barricade between that news service and its listeners, it might as well be without editors.

Newspapers cannot go to press as rapidly as radio. A false flash can be, and usually is, killed by a follow bulletin before the dispatch reaches the composing room foreman. No such mechanical necessities restrain radio. That true, would it not be advisable for radio editors to hold up on flashes until confirming bulletins arrive? The delay would rarely be longer than two minutes.

Three times during the war in reporting major events radio, to parody a recently popular ditty, turned out to be a Flim Flam Daddy With a Droop-Scoop. From this sad experience some lesson can be taken.

JUSTIN MILLER, we hear, impressed the British, a remarkably calm and collected people, with his own modest assurance. Speaking to a group of our allies in London, he stated with firmness his belief in American broadcasters, admitted his limited knowledge of the art but expressed his determination to learn more. With Jess Willard, a practical broadcaster who has come up through the ranks, at his elbow, Judge Miller gives promise of steering the NAB toward great accomplishments.

Patience Will Pay

WITH RECONVERSION prominent in the minds of most broadcasters and the FCC 60-day moratorium on applications now in force, licensees are thinking of immediate construction.

But before the FCC can give the green light, a lot of Governmental red tape must be cut. In force as wartime measures are some 30 orders of the Board of War Communications. Before broadcasters and common carriers can proceed too far in new construction programs, these orders must be reviewed and, in some instances, revoked.

Several policy orders adopted by the FCC during the martial period likewise must be scanned. Action on these provisions will take time, and they appear first on the Commission's docket. When all wartime regulations have been dissolved, then there can be final consideration of such matters as FM Rules & Regulations, actions on applications and other business pertinent to expansion of the art.

Commissioners have expressed a desire to start peacetime pursuits on a solid foundation. Thus, despite the optimism, there may be comparatively little new construction immediately after Oct. 7. But by Jan. 1, 1946, the building program should be underway. Broadcasters can help by giving the Commission an opportunity to complete its own regulatory reconversion, a process which by necessity must take precedence over widespread construction.

Our Respects To —

HENRY POELLNITZ JOHNSTON

ATTENTION to detail, hard work and love of profession are the qualities which have brought rapid rise to a virtual newcomer to radio—Henry P. Johnston, who succeeded the late Victor Hanson as executive vice-president of the Birmingham News Company, and continues in charge of the management of WSGN. For a fellow of 37 who has been in radio only about five years, Mr. Johnston seems to be going places.

Henry Poellnitz Johnston was born Jan. 26, 1908, the son of Charles P. and Eloise White Johnston in Uniontown, Perry County, Ala. There he went to grammar school and high school (two years), playing baseball and football. In 1923 he entered Culver Military Academy and in 1925 Washington & Lee University where he played football, joined Alpha Tau Omega fraternity and became athletic department assistant publicity director, editor of *Ring Tum Phi*, semi-weekly college publication, and took part in other campus activities.

After being graduated in 1929, he worked for Kelly Smith Co., newspaper advertising representatives, in New York, and later came to Birmingham as national advertising director of the *Birmingham News and Age Herald*, where he remained until 1931 when he became publisher of the *Huntsville Times*, Huntsville, Ala.

On Oct. 1, 1934, he returned to Birmingham as local advertising manager of the *News and Age Herald*.

At the beginning of 1936 the *News* took over WSGN and Mr. Johnston became liaison between the newspaper and the radio station. At the time he became manager, in 1937, the station was operating on 250 w day and 100 w night and had no network affiliation.

By October Mr. Johnston had signed an affiliation agreement between WSGN and the Blue Network of NBC and in 1940 the station was affiliated with Mutual. The Mutual affiliation was dropped last fall.

When the Planning Advisory Committee of the Blue Network met in New York, Mr. Johnston was made a member of the permanent committee. Later he was elected for 1942 and again in 1943 and '44, representing the fourth district. When the country was divided into eight districts in 1944 he was reelected to serve for two years as representative for the new District 4.

During 1941 and 1942 he served on the NAB Code Committee and was on the Labor Committee in 1943.

Since 1936 Mr. Johnston has served as vice-president of the Birmington News Co. He has been president of the *Huntsville Times* since its incorporation in 1934 and is a member of

(Continued on page 50)

XUM

WCSC thinks CBS is tops in music...BUT!

Good as CBS music programs are (and we think they're tops) we need more than the best in network music programs to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston.

We think we have them.

Programs like our INVITATION TO A CONCERT. Thursday nights at 8:30, James Allan and Company, Charleston's jeweler since 1855, brings half an hour of the world's most treasured music to Coastal Carolinians.

INVITATION TO A CONCERT is a pleasant program, molded to the tastes of James Allan customers; *fitted* to Charleston's oldest, most exclusive jeweler; *planned* to sell prestige for sponsor and station. It does.

Planning has made INVITATION TO A CONCERT a Coastal Carolina institution. Another example of WCSC planned, produced, *successful* programs. They sell products, too. Just ask James Allan and Company!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters

Is there more

than ONE

Fulton Lewis, jr.

?

Take a sponsor from A to Z...and you'll probably find Fulton Lewis, jr., performing a terrific selling job for him.

Yes, there is a Fulton Lewis, jr., with local sponsors on 171 Mutual stations . . . an individualized, personal "salesman" for scores of products and services.

Things look great for Fall and Winter, so pick out *your* Fulton Lewis, jr., *now* in the few spot market availabilities that are still open.

Wire, phone or write at once to
Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.

Respects

(Continued from page 48)

the board of the Planters & Merchants Bank of his home town, Uniontown.

Henry Johnston is single, plays an 80 to 90 game of golf left-handed and gets a great kick out of besting right handers. Prior to the war he traveled during vacations and visited Europe, California, Canada, Cuba, the Canal Zone, Guatemala, and Honduras, making color movies and stills as a record.

He is a Presbyterian, is active in Rotary and belongs to the Birmingham Aero Club, Birmingham Ad Club, Birmingham Sales Executive Club, Bachelors Cotillion, Birmingham Country Club and Mountain Brook Country Club. He also keeps alive his associations at Washington & Lee and this year is serving as class agent for the class of 1929.

British Sets in Fall

RADIO sets probably will be available to the British public this fall, the Radio Industry Council announced simultaneously with word from the British Board of Trade that 20 additional Government-owned factories have been allocated to civilian production. According to manufacturers, the sets to be turned out now will be similar to the latest models before the war but prices are likely to be considerably higher because of increased material and labor costs.

KFMB

Sells

SAN DIEGO

IT'S 125 MILES FROM ANYWHERE

And there's nothing in between! Metropolitan San Diego . . . 373,500 civilian people, must be carved from within! We serve this great, highly concentrated audience with the ONLY primary service of our network's shows available to them. They're all within 15 miles of our antenna.

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

COAST SALES HEAD

GENE W. LEE, retired to inactive status as captain in Army Air Corps, has been appointed Western division sales manager of Associated Broadcasting Corp. which starts operating as the fifth cross-country network with a 16 hour daily program service on Sept. 16. His appointment was announced by Van C. Newkirk, ABC Western division vice-president and general manager temporarily headquartered at 3055 Wilshire Blvd., Los Angeles.

Mr. Lee

Well-known in West Coast radio and advertising, Mr. Lee joined ABC after 14 years as co-owner and operator of KFXM San Bernardino, Cal. Joining the Army Air Corps shortly after start of the Pacific war, he was public relations officer for Western Flying Training Command. During his last year in the service he was in charge of public relations for WAC recruiting in the Southern California area.

Cites Tele Test

CHARLES J. DURBAN, assistant director of advertising of U. S. Rubber Co., New York, stated the 13 week television series, *Television Magazine of the Air*, which the company sponsored on WABD New York, "was highly successful from the standpoint of knowledge gained. We plan to come back, possibly in the fall, with a program based on our experience."

In Archives

AMERICAN'S presentation of Gen. H. H. Arnold's Air Force Day speech on Aug. 1 has been placed in the National Archives in Washington. Two combat action broadcasts made by the AAF for American's *The Fighting Yank*, and heard on the same program, have also been included in Archives deposit.

First on New York's Dial...570

Wmca

America's Leading Independent Station

BOY SCOUTS

IN

NEW ORLEANS

4-H CLUB MEMBERS

IN

MISSISSIPPI

Folks turn first to—

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

Powerful
Popular
WCAO
The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representatives
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

MANAGEMENT

PHILIP G. LASKY, general manager of KROW Oakland, has been appointed member of Military Housing Committee for Alameda by Mayor H. L. Beach of Oakland. Committee will formulate program for allocating housing accommodations between civilian and military applicants.

F. ERNEST LACKEY, manager of WHOP Hopkinsville, Ky., takes office Jan. 1, 1946 as mayor of Hopkinsville, having been nominated on Democratic ticket with opposition from no other party.

DR. AUGUSTIN FRIGON, general manager of CBC Ottawa, will head CBC delegation of observers to Rio de Janeiro international radio conference next month. Accompanying Dr. Frigon will be **DONALD MANSON**, assistant CBC general manager and Spanish specialist of Canadian government, and **W. G. RICHARDSON** of CBC engineering division, Montreal.

JOSEPH H. REAM, vice-president and secretary of CBS, turned correspondent Aug. 15 to broadcast a description from London of the King of England opening the British Parliament. Mr. Ream is one of the delegation of broadcasters making an inspection tour of Europe. He was heard on CBS during feature story broadcast 4:30-5 p.m.

Correction

ELMO S. WILSON, director of research of CBS, has been appointed to the NAB Research Committee, and not Elmo Roper as was erroneously reported in BROADCASTING for July 30.

RATES ANNOUNCED BY RADIO ANDORRA

RADIO ANDORRA, first commercial station to begin operations in Europe since the war, will broadcast in English, as well as French and Spanish, for programs directed at Great Britain. Rights have been negotiated by Freemantle Overseas Radio, a new company now in formation, and Empire Overseas Radio, sole concessionaires. The latter company is a subsidiary of Empire Film Productions.

Starting Sept. 1, Radio Andorra will broadcast on 401 meters experimentally, beaming programs at Spain, Portugal, France and Switzerland. It will permit mention of the sponsor's name during as well as at the end of the program, will be bilingual and will use recordings. Leonard Urry, well known through the BBC *Monday Night at Eight* series, will direct programs, working from London.

Rates quoted are £75 per quarter hour on Sundays for a minimum of 13 broadcasts and £68 for a minimum of 104 broadcasts. Weekday rates are £65 for 15 minutes for a minimum of 13 and £58 for a minimum of 104.

Located in the small republic on the Spanish-French border, the station will operate with 60 kw power [BROADCASTING, Aug. 6].

COMMERCIAL

EARLE C. FERGUSON has shifted from the sales staff of KOA Denver to program department as production manager. **ELLSWORTH STOPP**, from program department, succeeds Ferguson as assount executive.

ARCHIBALD F. DOLLAR, formerly with Arthur Young & Co., public accountants, for 20 years, has been appointed manager of finance of the new York offices of RCA International Division.

Mr. Dollar

ROBERT STREET, national sales manager of McClatchy Broadcasting Co., following several months conference in New York and Chicago, returns to Sacramento in late August.

PVT. DAVID N. SIMMONS, former KPO San Francisco salesman, is now with Army Information and Education Division at Camp Crowder, Miss.

RICHARD GARNER, network salesman for American, Chicago, is father of girl born August 4.

GLADYS FERGUSON of sales traffic department of American, Chicago, has left for California. Miss Ferguson joined American in 1940.

ARTHUR M. PETERS has been appointed advertising and sales manager of CJFX Antigonish, N. S.

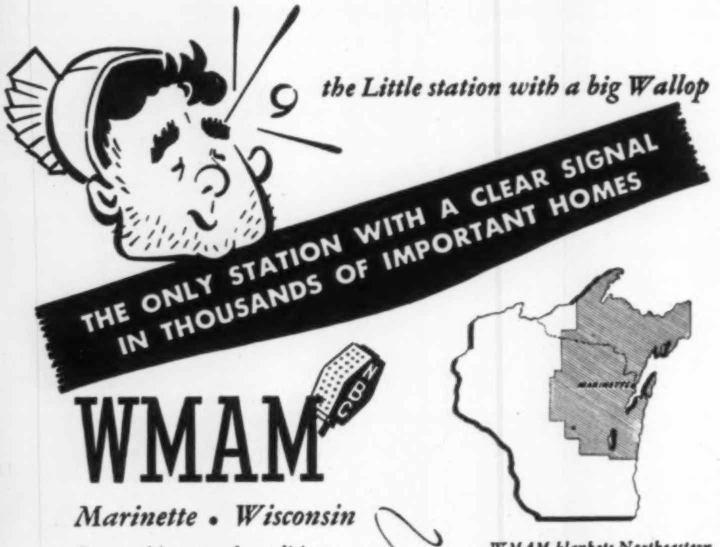
DAN CARR, commercial manager of CKEY Toronto, resigns effective Sept. 1 to join Vickers & Benson, Toronto, as radio director. Carr was formerly with Northern Broadcasting & Publishing Co., Timmins, as commercial manager of various stations of this group.

LEON H. RACUSIN, WCFL Chicago salesman, is father of a boy.

Westinghouse Plans

RECONVERSION "will be a relatively simple task" in two divisions of Westinghouse Electric Corp. in Baltimore and third in Sunbury, Pa., according to Walter Evans, vice-president in charge of the three divisions. Postwar output in Baltimore will include standard and shortwave transmitting equipment, Stratovision units for the recently announced system of airborne television relays, railroad and police radio, and various industrial and medical apparatus. Sunbury production will be devoted exclusively to radio and television receivers in all styles and models.

the Little station with a big Wallop


THE ONLY STATION WITH A CLEAR SIGNAL IN THOUSANDS OF IMPORTANT HOMES

WMAM

Marinette • Wisconsin

WMAM blankets Northeastern Wisconsin and Upper Michigan. Secondary coverage includes Western Lower Michigan directly across the Lake.

Geographic ground conditions make WMAM the BEST LISTENED TO station in a great market. Achievement results from a combination that "clicks." Here's ours—WMAM—570 ON THE DIAL—NBC! That middle link is important, for 570 on the dial is a time buyer's dream. It means virtual 5000 watt coverage at 250 watt rates. You can't cover Upper Michigan or Northeastern Wisconsin with any other one station. Get a whale of a lot for your money and buy the "little station with the big wallop." Write for details and Hooper survey.

570

BRANCH STUDIOS IN
STURGEON BAY, WIS. • IRON MT., MICH.
JOSEPH MACKIN, MANAGER

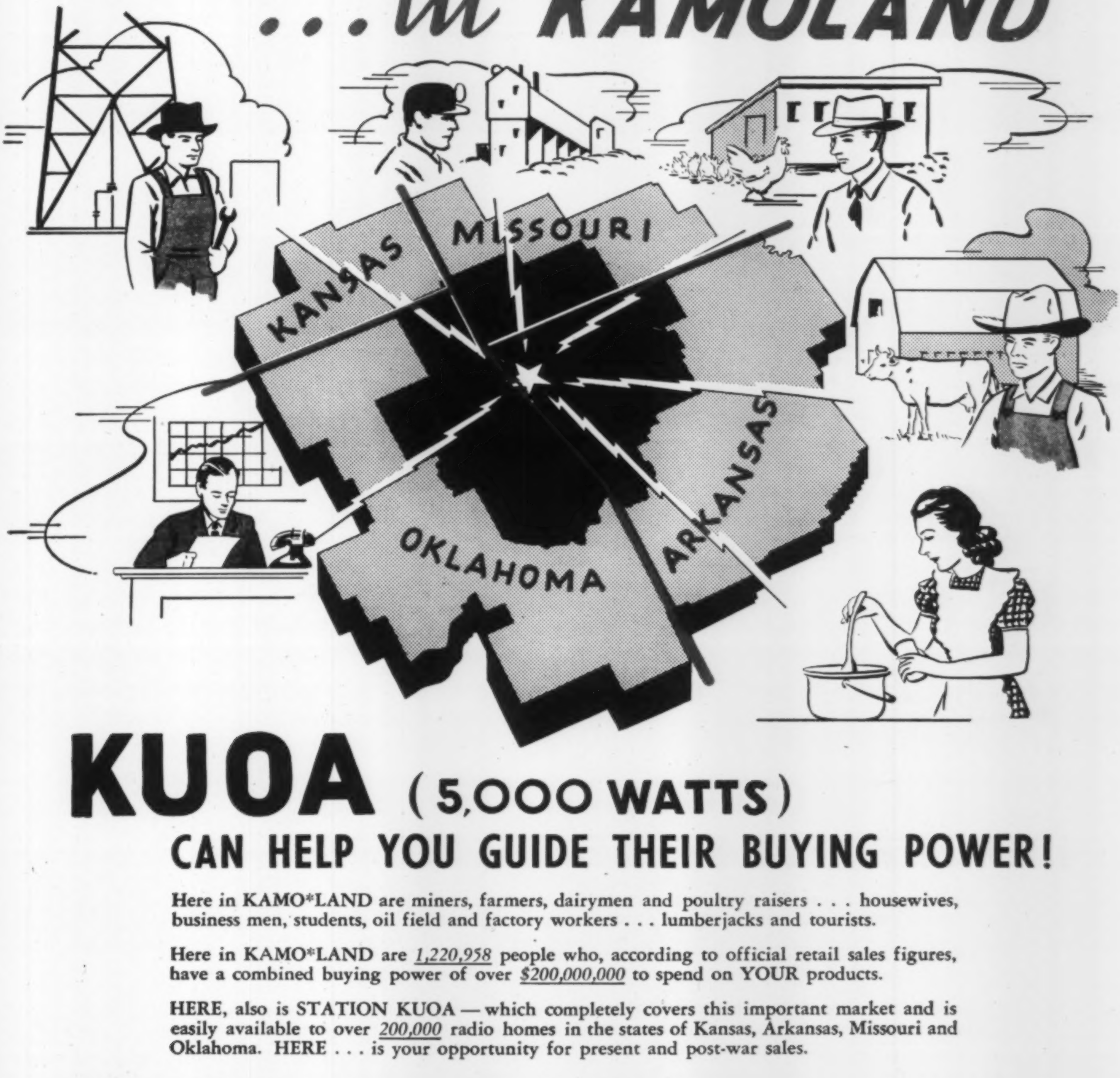
Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

HERE ARE YOUR *Customers* . . . *in* KAMO*LAND



KUOA (5,000 WATTS)

CAN HELP YOU GUIDE THEIR BUYING POWER!

Here in KAMO*LAND are miners, farmers, dairymen and poultry raisers . . . housewives, business men, students, oil field and factory workers . . . lumberjacks and tourists.

Here in KAMO*LAND are 1,220,958 people who, according to official retail sales figures, have a combined buying power of over $200,000,000 to spend on YOUR products.

HERE, also is STATION KUOA — which completely covers this important market and is easily available to over 200,000 radio homes in the states of Kansas, Arkansas, Missouri and Oklahoma. HERE . . . is your opportunity for present and post-war sales.

KUOA

Siloam Springs, Arkansas

5000 Watts — 1290 Kilocycles

The Voice of . . .

KAMO*LAND

KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

PRODUCTION

SAM CAREY, production manager of WRVA Richmond, Va., succeeds **IRVIN ABELOFF** Sept. 15 as program manager. **BILL RUDDOCK,** program supervisor, becomes manager of production division.

WILLIAM DAWES has been named studio director of WCKY Cincinnati. Dawes began in radio three years ago with WCKY as announcer, actor and newscaster. His new duties include supervision of all announcers, auditions and programs.

Mr. Dawes

FAY EVANS BIGGS, former publicity director of WPTF Raleigh, N. C., has joined continuity staff of WMCA New York.

SYLVAN LEVIN, conductor and pianist, has been named musical supervisor of WOR New York. Mr. Levin has served as conductor of the Philadelphia Orchestra Chorus; inaugurated opera at Robin Hood Dell concerts, and founded and conducted the York, Pa., Symphony Orchestra.

RON J. MORRIER has been appointed program director of CJCH Halifax, shifting from the Winnipeg CBC studios where he was sportscaster and producer.

TED RUST, former announcer of CJBC Toronto, to announcing staff at WGR Buffalo.

JACK B. CREAMER, conductor of "The Handy Man" five-weekly on WNEW New York, has written "Handy Household Manual", which Ziff-Davis Publishing Co. published last week. Volume carries a band around the jacket urging readers to listen to the author on WNEW.

DON G. HALLMANN, formerly associated with WNBT, NBC video station, New York, has joined WCBW, CBS television station, New York, as floor manager.

BOB PREMONT, announcer, from KXYZ Houston, to WOAI San Antonio.

FRANCES BIELINSKI has joined continuity staff of WISN Milwaukee.

ROBIN BLACK, released from AFRS, is temporarily replacing **CHARLES BUCK,** NBC Hollywood producer, while latter is on tour with "Dr. I. Q." program.

ANDY POTTER, writer-producer of KFI Los Angeles, has shifted to NBC Hollywood staff. He replaces **BILL BURCH,** who resigned to join NBC "Truth or Consequences" staff.

DWIGHT HAUSER, former writer-producer of CBS Hollywood, shifts to American network effective Sept. 1, replacing **ROBERT LIGHT,** resigned.

JACK LITTLE, announcer of KMPC Hollywood, is father of a girl born Aug. 6. Mrs. Little was formerly assistant musical librarian of the station.

NICK THOMS, former announcer of KHJ Hollywood, has joined KPAS Pasadena.

CAPT. BOB STEPHENSON, former producer of NBC "Bob Hope Show", has been placed on inactive status by Army Air Forces after 3,100 hours of flying in the war theaters.

LT. DAVID ZIMMERMAN, former announcer of WWJ Detroit, has been assigned head of entertainment program at St. Victoret Staging Area, Marseilles, France, including supervision of 8,000-seat amphi-theater and three smaller theaters. Radio programs and news are broadcast through camp loud-speakers.

OUTLINING his Pacific war theater tour for WFIL Philadelphia news commentator John Corcoran (r) and WFIL listeners is J. David Stern (l), publisher of the Philadelphia Record.

FRED CRIPPS, former chief announcer of CKCK Regina, has joined announcing staff of CKEY Toronto, replacing **STAN ORNEST,** now freelance announcer at Toronto.

MARY MANGOLD, program-traffic director of KBUR Burlington, Ia., has been married to C. A. Willetts III.

ROBERT LATTING, American Hollywood announcer, is father of a girl born Aug. 11.

NEWS

COLLINS DRAKE, former motion picture promotion man, has been appointed newsroom chief of WQAM Miami. **BRUCE DOUGLAS,** Baltimore sportscaster, is now at WQAM to handle play-by-play assignments and develop new sports shows for fall.

JOSEPHINE KEMENDO is new night news editor of WOAI San Antonio.

RUSS HODGES, sportscaster of WOL Washington, has been signed to broadcast all football games of Detroit Lions during coming season. He will fly to Detroit for game each Sunday.

MARRILL MEADE, former Florida newspaperman, is new night news editor of KGW Portland, Ore.

EDWARD C. TOMLINSON, NBC inter-American commentator who started new series of Saturday 1:45-2 p.m. broadcasts from Washington on Aug. 11, will be heard from various South American cities for the next two months, returning to Washington Oct. 20 [BROADCASTING, July 23].

JOHN S. FRAZER, formerly with radio department of the New York Herald Tribune, and **ARTHUR T. JOHNSTON,** formerly with AP, New York, has joined the news staff of American, New York.

PAUL BARETTE, French-language war correspondent of CBC Montreal, has returned to Canada after two years overseas and is now attached to CBC International Service at Montreal.

KATHRYN CRAVENS, war correspondent for WOL Washington, is to cover the war crimes trials set for late September in Nuremberg, Germany. Her reports will be shortwaved direct to WOL.

. . . horribilis, raucus, terribilis

The tuba, as we know it today, is a relatively modern instrument, although its antecedents date back to the pre-Roman Etruscans. The Etruscan trumpet, called in Latin "Tuba," was more like a valveless tuba than the type of trumpet with which we are familiar. The more sensitive Roman authors described the tones of the instrument as "horribilis, raucus, rudis or terribilis."

The German band popularized the tuba

From the days of the Romans until the last century, the trumpet underwent many changes, each of which made it less like the tuba of the ancients. In 1835, the musical supervisor of the Prussian Army felt the need of a new brass instrument to lend emphasis to martial music, and constructed the first modern bass tuba. A few years later, the long brass tube of the instrument was coiled, permitting it to be carried over the player's shoulder. One orchestral variation was the Wagner tuba combining the features of the tuba and the French horn, which was developed by Richard Wagner—but which has since almost disappeared.

Oomph, two, three, four!

Originated as a military instrument, the tuba still finds its chief use in military bands. The familiar "oompah oompah" lends cadence to the march, and the great volume of the instrument reinforces the strength of the entire ensemble. Its chief drawback is its size—and many an army tuba player insists that his instrument compares in mobility with the 240MM howitzer.

The deep, booming quality of the tuba, ranging from 45 to 6,000 c.p.s., is a test for any method of recording. And today, this test is met best by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

No. 305

STOP WATCHES

Now Available

FROM STOCK

GALLET · GALCO · SECURITY TIMERS

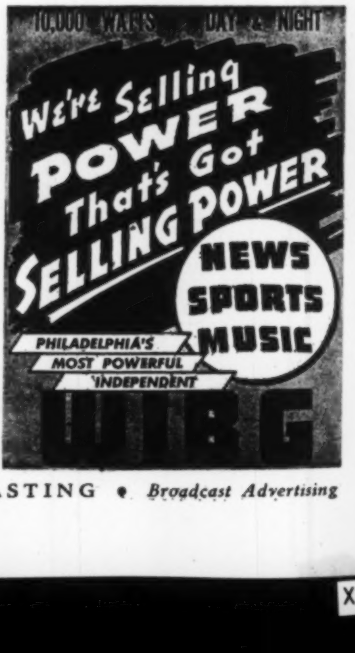
Send for catalog showing complete line suitable for radio work

No Priority Necessary

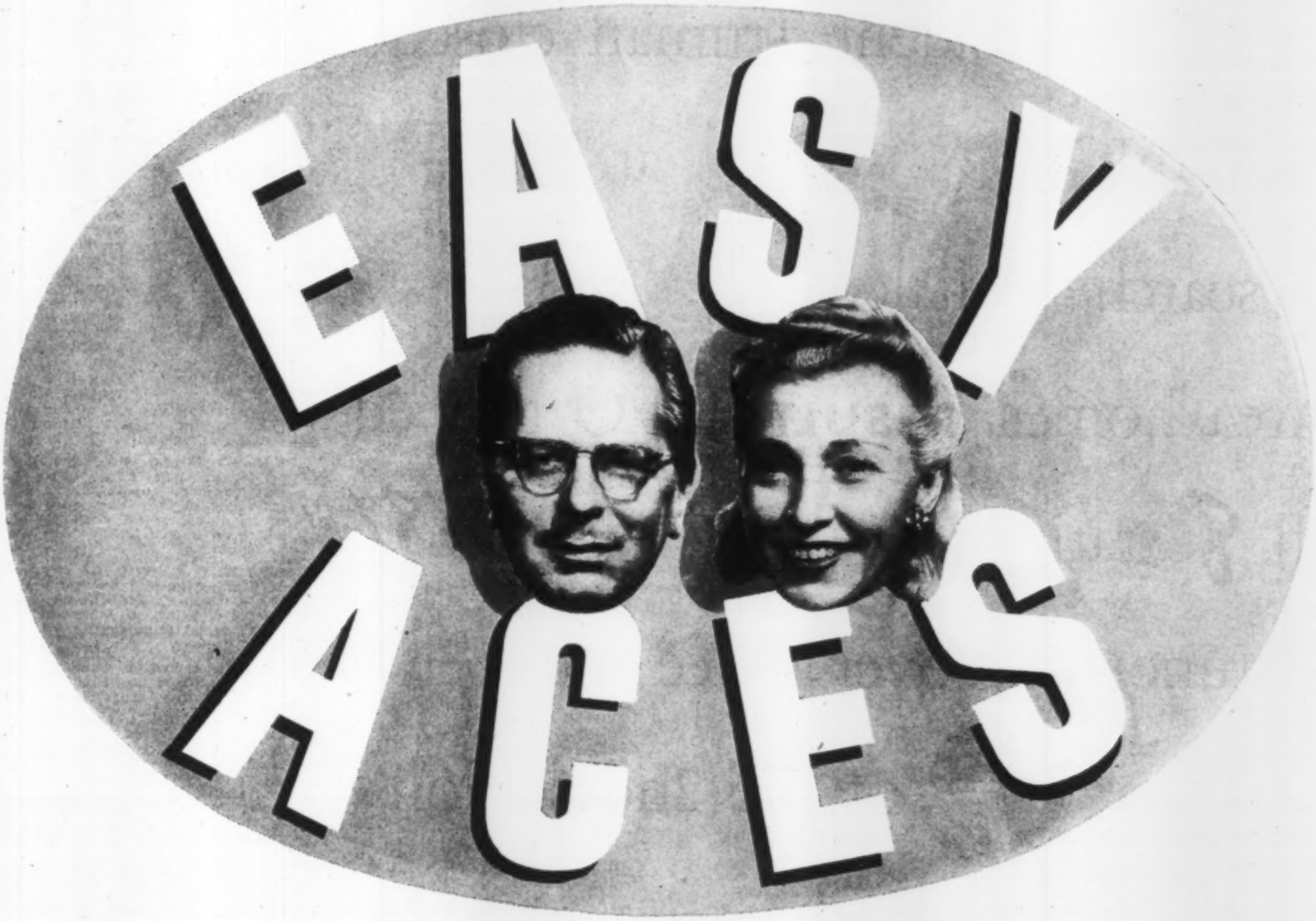
M. J. STILLMAN CO., INC.

Established 1914

116 S. Michigan Ave. Chicago 3, Ill.



Ladies and gentlemen...



NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program" ... WALTER WINCHELL

"Your program tonight best writing I've heard in years" ... EDDIE CANTOR

"A Radio institution" ... NEWSWEEK MAGAZINE

"Goodie Ace is America's greatest wit" ... FRED ALLEN

"The best entertainment I've ever heard on the air" ... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

NEW YORK

2436 READING ROAD
CINCINNATI, OHIO

HOLLYWOOD

While President Truman closed the UNCIO at S. F.—Researchers dialed Bay Area homes. **RESULT:** KPO topped all *8* stations with *38.8%* of tune in . . . over twice the audience of the 2nd station . . . almost equal the next 3 stations combined! More evidence that most people listen most—to KPO!

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

1945 — RADIO'S 25th ANNIVERSARY — PLEDGED TO VICTORY

NBC

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

TECHNICAL

RUSSELL BENNETT, after three years in the Navy, returns to KWG Stockton, Cal. as chief engineer Sept. 1. **LEE BERRYHILL** has been acting chief during his absence.

Mr. McHugh

WILLIAM J. McHUGH, for 13 years industrial relations specialist in the East and Midwest, has been appointed director of industrial relations at Emerson Radio & Phonograph Corp., New York. Mr. McHugh will handle labor problems, supervise training of employes and will organize a training program for the handicapped. He will also handle veteran rehabilitation at the plant.

GEORGE K. GOULD, CBS master control operator, is author of drama broadcast on Aug. 18 "Grand Central Station" program.

HARVEY TULLO, director of purchases of Zenith Radio Corp., Chicago, since 1941, has been appointed vice-president in charge of purchases. **SAM KAPLAN**, credit manager and assistant treasurer, has been named assistant to the vice-president.

FREDERIC C. YOUNG, vice-president of engineering and research for Stromberg-Carlson Co., Rochester, has been elected a fellow in American Institute of Electrical Engineers.

LIFE and career of **PHILO T. FARNSWORTH**, television pioneer inventor, was dramatized on Mutual's "Freedom of Opportunity" Aug. 17.

C. E. WELSHER, former field specialist on electronic heating equipment of RCA Service Co., Camden, N. J., has been promoted to field supervisor in the electronic apparatus section. He will be responsible for accumulation and distribution of technical data and training of field personnel in electronic heating field.

J. M. LAPORTE, transmitter operations supervisor of CBA Sackville, N. B., is father of a girl.

CAMERON PIERCE, electronic and radio engineer of General Electric Co., Los Angeles, will give a lecture course in television at the U. of California Extension Division, Los Angeles, starting Sept. 14. Television background, principles of optics, video cameras and theater projection television will be among topics covered during course.

LUCIEN BEGIN has been appointed technical consultant on RCA film recording. He has been acting assistant to **D. W. LANSING**, RCA International Recording sales manager.

CHARLES P. ACKERMAN, from KDTH Dubuque, Ia., to technical staff of WISN Milwaukee.

HOWARD HOLBROOK, from KTSA San Antonio, shifts to engineering staff of WOAI San Antonio.

EMMA SUE HUTSON has joined engineering staff of KPO-NBC San Francisco, succeeding **ELMA ODDSTEAD**, graduated from apprentice to full studio engineer.

EDGAR W. RYAN, new to radio, has joined transmitter operating staff of CBA Sackville, N. B.

EARL F. NOYES, former superintendent of plant security of Sperry Gyroscope Co., Great Neck, N. Y., has been appointed employment director of Hoffman Radio Corp., Los Angeles.

EUGENE H. PRICE, manager of marine division of Mackay Radio & Telegraph Co., New York, which includes engineering and development laboratories and manufacturing facilities, has been elected vice-president of the company. Mr. Price joined Mackay Radio as radio operator in 1922.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has resumed production on its high impedance 308 dynamic microphone for p.a. installations and recording purposes.

XUM

THE AMPEREXTRA FACTOR in INDUCTION HEATING

The **Amperextra** Factor is the longer operating life and lower maintenance cost of **Amperex** air and water cooled transmitting and rectifying tubes. In induction heating, a field in which our engineers have pioneered, this Factor adds considerably to the general efficiency of equipment using **Amperex** tubes.

LONGER LIFE . . .

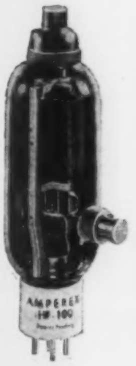
. . . since the life of a tube is influenced by the equipment in which it is used, as well as by the inherent characteristics of the tube itself, we maintain a Special Engineering Application Department which constantly applies our tubes in actual circuits, and determines which conditions are conducive to prolonged life. Their findings are freely available to you.

FIGURED . . .

. . . on the basis of the hours of maximum tube life, *Amperex* tubes are by far your best and most economical "buy."

LOWER MAINTENANCE COST . . .

. . . *Amperex* tubes offer more value per dollar invested. Down time is noticeably decreased, number of replacements minimized, overall costs reduced.



Amperex Type HF-100 Transmitting Tube. Filament Voltage, 10-10.5 volts. Filament current, 2.5 amperes. Amplification factor, 23. Grid to plate transconductance at 100 ma., 4200. Direct interelectrode capacitance: Grid to plate, 4.5 μμf: grid to filament, 3.5 μμf: plate to filament, 1.4 μμf. $12.50, list price.

Amperex Type 889-R Transmitting Tube. Filament voltage, 11 volts. Filament current, 125 amperes. Amplification factor, 21. Direct interelectrode capacitance: Grid to plate, 20.7 μμf: Grid to filament, 19.5 μμf: Plate to filament, 2.5 μμf. $260.00, list price.

AMPEREX

. . . the high performance tube

The Amperex Special Application Engineering Department, another "Amperextra," will be glad to work with you on present or postwar problems.

Amperex Type 575-A Mercury Vapor Rectifier. Filament AC voltage, 5.0 volts. Filament current, 10.0 amperes. Preheating period, before plate voltage is applied, 30 seconds. $30.00, list price.

AMPEREX TUBES . . .

. . . for induction heating applications range from small 50 watt types to "big boys" of 100,000 watts. Many of these tube types are now available through leading radio equipment distributors.

AMPEREX ELECTRONIC CORPORATION

25 Washington St., Brooklyn 1, N. Y., Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"
Canadian Distributors: Rogers Electronic Tubes, Limited • 622 Fleet Street West, Toronto

WHO
SAYS
INFLATION?
All day long
W-I-N-D
delivers
79%
MORE AUDIENCE
PER DOLLAR
now
IN
1945
than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D
Chicago
5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

LEON S. WAYBURN, for 20 years in advertising field in Detroit, in executive capacities, has become associated with Bass-Luckoff Agency, Detroit, as partner. Firm name changes to Bass, Luckoff & Wayburn. Agency handles general advertising, local and national, and continues offices at David Scott Bldg. New addition to staff is **MILLARD F. THOMPSON**, as production manager.

ED HELWICK Jr., former Hollywood radio writer of J. Walter Thompson Co. and now in Air Transport Command, Alaskan division, has been promoted to captain.

ADOLPHE WENLAND & Assoc., Los Angeles, has moved to expanded quarters at 6253 Hollywood Blvd.

ROBERT C. NEVILLE has joined **BBDO** Los Angeles as agency contact on North American Aviation Inc. account.

ROBERT GILLHAM, advertising and publicity director of Paramount Pictures Inc., New York, will join J. Walter Thompson Co. in late September as executive on the Lever Bros. (Lux) account, and is to be headquartered in Hollywood. Under setup he will be in charge of all clearing with film studio talent and story material for CBS "Lux Radio Theater". In addition he will act as liaison between agency and film studios on performers and properties for radio and television.

FRANK BULL, co-partner of Smith. Bull & McCreery Adv., Hollywood agency, has returned to West Coast headquarters after two months in New York and other eastern cities. Agency has moved San Francisco offices to Warfield Theater Bldg.

GRANT ADV., Chicago, is opening a branch office at Toronto, under charge of **DAVE McMILLAN**, who recently resigned as vice-president of the Toronto office of Erwin, Wasey of Canada.

LT. J. E. McCONNELL Jr., released from Canadian Army, has joined Montreal office of McConnell, Eastman & Co., of which his father is president.

FLOYD J. CHRISTENSEN, formerly with Williamette Iron & Steel Corp., Ore., has joined Smith & Drum, Portland, as field executive for Oregon, Washington and Idaho. He succeeds **HAL T. WELLS** who has shifted to agency's Los Angeles office.

JERRY NORTON, former San Francisco producer of McCann-Erickson, has resigned.

RUTH RUSSELL has resigned from BBDO Hollywood production staff.

ADOLPH L. BLOCK Adv., Portland, Ore., and Knox Reeves Adv., Minneapolis, have been elected to membership in American Assn. of Advertising Agencies.

H. A. VOGEL, formerly assistant national sales promotion manager of Calvert Distillers Corp., has joined Joseph Katz Co., Baltimore, as account executive.

GORDON LANE, account executive of James Thomas Chirurg Co., Boston, has been named a vice-president of the agency.

WINS SALE HEARING SET FOR SEPT. 19

ON ITS OWN motion the FCC last week continued hearing in the proposed sale of WINS New York by Hearst Radio to the Crosley Corp. from Aug. 20 to Sept. 19 [Closed Circuit, Aug. 13]. Action was taken by Commissioner Charles R. Denny Jr., sitting as motions chairman, at the request of the Commission legal department.

Since the original application for assignment of license was filed last spring [BBOADCASTING, March 2], the Crosley Corp. has been purchased by Aviation Corp. [BROADCASTING, Aug. 6, 13], Avco assuming the contract to purchase WINS for $1,700,000 plus $400,000 in time commitments. Postponement was requested to give applicants opportunity to file amended petitions and give the FCC engineering and law departments time to prepare for hearing. Some of the original issues [BROADCASTING, April 16] have become moot inasmuch as answers were given the Commission during hearings July 23-24 [BROADCASTING, July 30].

ALLIED ARTS

JOHNNIE NEBLETT, head of Neblett Radio Productions, left Chicago Aug. 12 for vacation in Los Angeles and to pick up additional material for his radio series. He will return Aug. 29.

THREE new syndicated programs have been released by NBC Radio-Recording Division. They are "The Playhouse Favorites", 26 half-hour shows, "Mercer McLeod, The Man With the Story", 26 quarter-hour shows and "The Art Van Damme Quintet With Louise Carlyle", of which 78 programs are available.

RADIO rights to comic strip "Abbie and Slats" have been given to Richman-Sandford Radio Productions, New York, which has made an audition record and is offering the show as a package.

RICHARD POWERS, West Coast supervisor of ASCAP, has resigned to take up new duties with Metro-Goldwyn-Mayer.

DICK RANDALL ASSOC., New York, has been organized to handle publicity and exploitation for theatrical, radio and allied fields. Offices are at 2061 Broadway, New York.

LOUIS J. CHATTEN, former director of the radio and radar division, War Production Board, has been appointed vice-president and general commercial manager of North American Phillips Co., New York, effective Sept. 1.

A. C. NIELSEN Co., Chicago, has announced that contract for delivery of Radio Index Service to NBC has been extended for two years.

R. H. McMANN, former procurement control director of Republic Aviation Corp. and for 20 years in radio receiver merchandising field, has been appointed eastern district manager of the home radio division of Westinghouse Electric Corp.

MARVIN M. GROPP, formerly with Servel Inc., Evansville, Ind., and released from Marines, has joined Advertising Research Foundation, New York.

R. M. CROSIER, formerly with WFBL Syracuse, has been named by Kasper-Gordon, Boston, to represent transcription firm's catalogue of syndicated programs in upper New York state.

BOB WEISS, public relations contact of Radio Coordination Unit, AAF Personnel Distribution Command, with honorable discharge, is to return to Hollywood commercial radio to handle publicity and personal management.

HARRY SINGER ASSOC., New York (promotion consultants), has been appointed by "Media Director", advertising newsletter, to handle advertising and promotion activities.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

This is

KDYL

The Popular Station

KDYL
THE STATION WITH
THE PARADE OF STARS
NBC
Mobile
Relay Stations
KALO
KEHO

This is **KDYL**—with its mobile transmitter, broadcasting the on-the-spot description of Salt Lake City's Pioneer Day parade this summer to thousands of Utah homes.

This is KDYL—In Utah that identification phrase is heard oftener by more people than any other. It is accepted as the dependable label of a good show always, for KDYL has combined its own alert showmanship with the superb brilliance of NBC's Parade of Stars . . . and through 23 years has built an enormous public preference.

That's why local and national advertisers depend on KDYL as the station that brings results.

This is **KDYL**—Typical of KDYL's many public services, is the "Road Back," an exclusive broadcast from Bushnell General Hospital, telling battle stories of wounded men and describing how they're being reconditioned for civilian life and discussing with them their hopes and plans for the future.

★ ★ ★ ★ ★ ★ ★

KDYL
SALT LAKE CITY
UTAH'S **NBC** STATION

★ ★ ★

Wire, phone or write for availabilities
National Representative: John Blair & Co.

DETROIT'S LEADING
INDEPENDENT
STATION

W
J
B
K

. . . . in the

BIG TIME

the listing of national advertisers below, who use WJBK's facilities, tells the story

Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK
GETS RESULTS

★

ANOTHER REASON
WHY

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
[illegible]

SPONSORS

HARRY G. SERLIS, in charge of advertising and sales for Roma Wine Co., San Francisco, has taken over similar duties for Cresta Blanca Wine Co. Both firms are subsidiaries of Schenley Distilleries.

BENSON & HEDGES, New York, will sponsor "Serenade to America" on WEAF New York for 45 minutes, five nights weekly, for 52 weeks starting Sept. 3. Contract is largest sale in station's history, according to James V. McConnell, national manager of NBC's spot sales department. Musical series, broadcast 6:15-6:45 p.m., Monday through Friday, will advertise Virginia Round cigarettes. Arthur Kudner Inc., New York, is agency.

CROONING for his sponsor, Jesse Rogers (center) yodeler on WFIL Philadelphia "Hayloft Hoedown", sings an extra song for J. Ward Maurer (l), advertising manager of Wildroot Co.; Gertrude Scanlon, BBDO, and Jack Steck, WFIL program director and producer-m.c. of 2½ hour stage show, half-hour of which Wildroot sponsors.

P. LORRILARD Co., New York (Old Gold cigarettes), has signed Frank Sinatra to a five year contract with series starting Sept. 12 on CBS stations, Wednesday 9-9:30 p.m. (EWT). Packaged by Music Corp. of America at reported $12,500 per week, deal calls for name musical director and other featured talent as well as announcer and writers, to be announced later. **MANN HOLINER**, newly appointed vice-president and radio director of Lennen & Mitchell, agency servicing account, will handle production.

JOHN STUART SALES, Toronto, has been appointed Canadian distributor of all food products of American Home Products Corp., Chicago. F. H. Hayhurst Co., Toronto, has been appointed advertising agency.

NATIONAL LOAN PLAN Inc., Los Angeles (small personal loans), on Aug. 11 started using twice daily in-the-news spot announcement schedule on KMTR Hollywood. Placement is thru Walter Carle Adv., Hollywood.

WALKER'S AUSTEX CHILI Co., Austin, Tex. (Chili Con Carne food products), Sept. 17 starts thrice-weekly participation in Norma Young's Happy Homes on KHJ Hollywood. Contract is for 13 weeks. Agency is Crook Adv., Dallas, Tex.

BELL BRAND FOODS Inc., Los Angeles (potato chips, packaged foods), has appointed McCann-Erickson, Los Angeles, to handle advertising.

MRS. STEVENS CANDY Co., Chicago, began sponsorship Aug. 13 of the "I Want A Home" show which began Aug. 6 on WCFL Chicago 9:15-9:45 p.m. [BROADCASTING, Aug. 13]. Contract for five weeks placed by Andover Assoc., Chicago.

VICK CHEMICAL Co., New York, has renewed sponsorship of quarter-hour news periods, 5, 10 and 15 minute variety shows on 50 stations and has added 25 more stations to campaign. Contracts are for 52 weeks. Agency is Morse International, New York.

HONEY DEW SHOPS, Toronto (chain restaurants), has started twice daily spots on CKEY Toronto. Agency is Harry E. Foster Agencies, Toronto.

MUSTEROLE Co., Cleveland (Musterole), has started spots on large number of Canadian stations. Account placed by Erwin, Wasey of Canada, Toronto.

PIERCE'S Proprietaries Inc., Buffalo (Dr. Pierce's Favorite Prescription), has signed for three-weekly sponsor-

(*Continued on page 62*)

15 Years on WMBD...

Mr. Ralph Caplan, Manager of Kay Jewelry Company of Peoria

Helps Build a Steady, Prosperous Business for Peoria Jeweler

FOR the past 15 years, Kay Jewelry Company of Peoria has continuously sponsored programs over WMBD. Today, Kay's is one of Peoria's leading jewelers. Mr. Ralph Caplan, Manager of Kay's says: "Our steady use of WMBD has paid generous dividends, year after year."

WMBD's popularity with local merchants . . . the men who know this market best . . . is a tip-off to national advertisers. WMBD packs *sales influence* in Peoriarea!

THE HEART OF ILLINOIS

FREE & PETERS, INC.
Nat'l Representatives

WMBD
Member CBS

PEORIAREA
Pop.614,200

FOUR TOP
MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky.*
Huntington, W. Va.

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John F. Pearson Co.

There are no finer recordings than those transcribed on

audiodiscs

AUDIO DEVICES INC. • 444 MADISON AVE., N. Y.

they speak for themselves **audiodiscs**

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . .
young mother or spinster . .
Nancy's daily program holds
them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923......

WRC

NBC REPRESENTED BY NBC SPOT SALES

Washington

SPONSORS

(*Continued from page 60*)

ship on WOAI San Antonio of Bob Bradbury's "Farm News" thru Duane Jones Co. Michigan Bulb Co., Grand Rapids, on WOAI has contracted for three-weekly presentation of "Texas Tumbleweeds", cowboy music group, thru O'Neil, Larson & McMahon. Campbell Cereal Co., Milwaukee, has signed for three-weekly WOAI "Red River Dave" program to promote Ma't-omeal, thru Campbell-Mithun. Soil-Off Mfg. Co., Glendale, Cal., is sponsoring daily newscast by Will Orlean on WOAI, thru Ruthrauff & Ryan.

STUDIO GIRL SHAMPOO Co., Hollywood (shampoo), adding to current schedule, on Aug. 10 started five minute transcribed "Living in Hollywood" five-weekly on KTOK Oklahoma City, with twice per week on WLAZ Grand Rapids. Firm also has started that program five-weekly on KECA Hollywood and in addition sponsors weekly five-minute live "Story Of A Star" on that station. Agency is Robert F. Dennis Inc., Los Angeles.

PICO FURNITURE Co., Los Angeles (retail), Aug. 13 started sponsoring a thrice weekly recorded musical "Future Unlimited" on KMPC Hollywood. Contract for 52 weeks placed thru Raymond Krane Adv., Los Angeles.

GROVE LABS., St. Louis (proprietary), has appointed Vickers & Benson and Baker Adv., Toronto, to handle Canadian advertising.

FIRST NATIONAL Real Estate & Management Co., Los Angeles (real estate, property management), Aug. 13 started using daily spots on KFWB KMPC and has similar schedules on KFAC KMTR. Agency is Walter Carle Adv., Hollywood.

JEWELL A. BOSTICK Motor Co., Los Angeles (used cars), in addition to 55-minute Sunday recorded musical "Rhythm Round-up" on KMPC Hollywood, is using similar four-weekly half-hour program on KMPC. Contracts are for 13 weeks. Agency is Smith, Bull & McCreery Adv., Hollywood.

THRIFTY DRUG Co., Los Angeles (retail chain), adding to its heavy schedule on southern California stations, Aug. 27 starts five weekly quarter hour recorded musical "Sunset Club" on KMPC Hollywood. Contract is for 52 weeks. Agency is Hillman-Shane-Breyer, Los Angeles.

UNITED GRAIN GROWERS, Calgary (co-op), is to start weekly half-hour recorded program "Playhouse of Favorites" on CFAC CJOC CJCA CFGP. Account placed direct.

BARBASOL Co., Indianapolis (shaving cream), Sept. 3 starts spots on number of Canadian stations. Agency is Erwin, Wasey of Canada, Toronto.

GRAVEM INGLIS BAKING Co., Stockton, Cal. (retail), in addition to using 42 spots weekly, has started local cut-in on American cooperative program "Charlie Chan" on KWG Stockton. Agency is Garfield & Guild Adv., San Francisco.

NATIONAL LOAN PLAN Inc., Los Angeles (small personal loans), has appointed Walter Carle Adv., Hollywood, to handle advertising. Local radio is planned.

YAMI YOGURT PRODUCTS Inc., Los Angeles (Yami Yogurt milk food), Aug. 14 started twice weekly participation in "Art Baker's Notebook" on KFI Los Angeles. Contract for 13 weeks placed thru Honig-Cooper Co., Los Angeles.

BURSLEY & Co., Fort Wayne (wholesale grocer), has contracted on WGL Fort Wayne for 8-8:15 a.m. period to present classical music program. Firm will expand to half-hour with availability.

E. L. BRUCE Co., Memphis (floor cleaner), has signed for quarter-hour twice-weekly portion of "Early Birds" program on WFAA Dallas. Account for 13 weeks placed thru Christiansen Adv., Chicago.

DETROIT Edison Co. has signed on WWJ Detroit for 26 week sponsorship of three-weekly commentaries by H. C. L. Jackson, Detroit News columnist.

CORN EXCHANGE National Bank & Trust Co., Philadelphia, has signed for

(*Continued on page 64*)

EDITING script for first program Sept. 9 to be sponsored by Berkshire Knitting Mills on Mutual, is Ilka Chase, actress, author and fashion authority. L to r are H. D. Miller, advertising manager of Berkshire; Donald S. Shaw, radio director of Geyer, Cornell & Newell, Berkshire agency, and John Malone Jr., account executive. Program will be heard in the Sunday 1:15-1:30 p.m. period.

IN BOSTON IT'S
WHDH
850 on Your Radio Dial
5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

GO AHEAD SIGNAL
FOR IDAHO SALES
KSEI
POCATELLO IDAHO

XUM

Radio Station KSD

Announces

The Appointment of

GUY E. YELDELL

(Formerly Automobile Advertising Manager

of the St. Louis Post-Dispatch)

National Sales Manager

Effective August 13, 1945

* * *

Radio Station KSD Is Owned and Operated by

THE ST. LOUIS POST-DISPATCH

National Advertising Representatives: FREE & PETERS, INC.

OKLAHOMA
ARKANSAS
TEXAS
LOUISIANA
A Major Distributing Point for the 4 States Market

KCMC
TEXARKANA
U·S·A·
·AMERICAN
·MUTUAL
1230 Kc.

KCMC is the only Radio outlet in the vast Texarkana market.

For information and availabilities, write or wire Frank O. Myers, Manager KCMC, Texarkana, U. S. A.

Retail trade territory comprises an area with radius of 50 miles in four states; population 331,420. KCMC coverage extends far beyond this territory.

Wholesale trade area covers radius of 75 miles; population 416,267 (1940 census).

TELL 'EM—
and SELL 'EM

in the
DETROIT
AREA

THAT'S all there is to it right now—and it will be the same after the war. Here are thousands upon thousands of people who need what you're selling and have the hard cash to pay for it. Today's the time to board the gravy train in America's Third Market. **CKLW with 5000** watts at 800 kc. gives you the **largest concentrated coverage at lowest dollar cost.** And in spite of jammed schedule we're anxious to help start plus profits flowing your way immediately. Let's get together and see what we can work out **now!**

J. E. CAMPEAU, *Managing Director*
Union Guardian Building, Detroit 26

ADAM J. YOUNG, JR., Inc.,
National Representatives

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

SPONSORS

(Continued from page 62)

two station breaks for 52 weeks on KYW Philadelphia thru Neal D. Ivey Co., Philadelphia. General Electric Co., Cleveland (lamps), thru BBDO, has signed for five station breaks weekly for 52 weeks on KYW.

ROBERT F. ELRICK, former director of advertising and marketing research of Quaker Oats Co., has joined Pepsodent Division of Lever Bros. Co., Chicago, as manager of department of product testing and market analysis. This recently organized department is necessitated by increased activity in merchandising research and new products distributed by Pepsodent. Mr. Elrick is vice-president of Chicago chapter of AMA and a member of BMB technical research committee. He was previously director of research, Ruthrauff & Ryan.

Mr. Elrick

I. GINSBERG & Bros., New York (Queen Make Fashions), effective Aug. 21 begins participation in "Charm School", five-weekly on WGN Chicago, 9:30-10 a.m. Agency is Abbott Kimball Co., New York.

WORTH CLOTHES Inc., New York, has appointed Lew Kashuk Adv., New York, to handle all advertising. Retail clothing chain is now using spot announcements in Detroit and Hammond, Ind., where firm has stores. Schedule may expand.

SAMUEL SCHLOSSMAN'S & SONS, New York (furniture and clothing), has appointed Lew Kashuk Adv., New York, to handle firm's increased radio advertising. Last week Schlossman's started twice-weekly quarter-hour musical program on WMCA New York and plans to start a local one-minute campaign using singing commercials.

INNERSIGHT LENSES Inc., New York, has appointed Seidel Adv., New York, to handle advertising. Account now sponsors "Meet Me at the Astor" started Aug. 19 for 52 weeks on WNEW New York. Patrick O'Brian, account executive, is also m.c. of this man-on-the-street quarter-hour show.

NEVERUB Corp., Chicago, has named Goldman & Gross, Chicago, as agency for polishes and waxes account. Radio is planned.

THE JORDAN MARSH Co., Boston, has signed for twice-weekly quarter-hour sponsorship on WEEI Boston of commentaries by Catherine Coyne, war correspondent for Boston Herald. Contract for 13 weeks placed thru Badger & Browning, Boston.

DUQUESNE Brewing Co., Pittsburgh, has signed for three-weekly quarter-hour sponsorship on WCAE Pittsburgh of "Duquesne Song Serenade", replacing that firm's sponsorship of Raymond Swing.

HOLLYWOOD FUR STUDIO, Los Angeles (retail), in summer end campaign, Aug. 8 started 18 spots weekly on KFAC Los Angeles. Contract is for six weeks. Agency is Adolphe Wenland Adv., Hollywood.

PETER FOX SONS Co., Chicago (dairy products), begins sponsorship August 13 of Ralph Howard Peterson, former NBC foreign reporter, in 8:35-8:45 a.m. six-weekly news period on WMAQ Chicago. Contract for 13 weeks placed by Schwimmer & Scott, Chicago.

SESAC musical transcription library service has appointed Charles Michelson radio transcriptions, New York, as exclusive export distributors. As foreign markets open up, the Michelson firm expects to place the library of international musical fare in an increasing number of overseas markets.

THIRD annual Victory Garden Harvest Festival has been sponsored in Sacramento, Cal., by KFBK Sacramento and affiliated Sacramento Bee. McClatchy station presented special entertainment and program for two-day activities.

NEW twist in "getting them high . . . and signing them up"! On top Mt. Evans auto road, 14,300 ft. up, Carlton Sills (seated), advertising manager of Denver & Rio Grande Western Railroad, willingly signs for new schedule on KLZ Denver with assistance of Dominic Piccone of mountain park police and Hugh Terry, KLZ manager.

NETWORK ACCOUNTS

New Business

PUREX Corp., Los Angeles (bleaching solution), Sept. 3 starts for 13 weeks Erskine Johnson-Film Chatter on 39 Don Lee Pacific stations, Mon. and Wed. 4:30-4:45 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

GROVE LABS., St. Louis (vitamin, cold tablets), Sept. 10 starts "OK For Release!" on 5 NBC Pacific stations, Mon. thru Fri. 5-5:15 p.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

FERRY-MORRIS SEED Co., San Francisco (seeds), on Aug. 4 started Time For Rolly Langley on 6 CBS California stations, Sat. 10:30-10:45 a.m. (PWT. Agency: MacManus, John & Adams, San Francisco.

ROBERT SIMPSON Co., Toronto (national chain department store), Oct. 26 starts Toronto Symphony Orchestra on 28 Canadian French and English stations, Fri. 8-9 p.m. Agency: Harry E. Foster Agencies, Toronto.

Net Changes

RAYTHEON Mfg. Co., Newton, Mass., Aug. 13 shifted Meet Your Navy on 174 American stations Monday, from 9-9:30 p.m. to 8:30-9 p.m. Agency: J. M. Mathes Inc., N. Y.

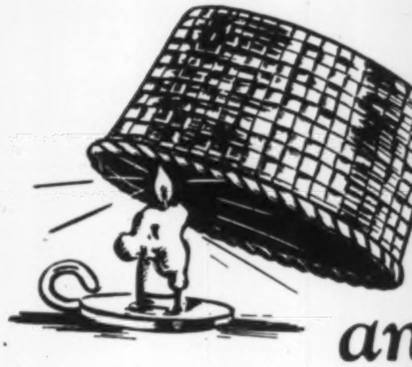
AUTO-LITE BATTERY Co., Niagara Falls, Oct. 13 or 20 shifts Dick Haymes Show from NBC, Tues. 7:30-8 p.m., to 146 CBS stations, Sat. 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

NOXZEMA CHEMICAL Co., Baltimore, Oct. 13 or 20 shifts Mayor of the Town on 58 CBS stations, Sat., from 8-8:30 p.m. to 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

FOR SPECIAL
WASHINGTON
COVERAGE

Follow the Crowd
TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS



we lifted the basket and found the light!

FOR YEARS, (SINCE PIONEERING NEWSCASTS IN 1931), WE HAVE BEEN CURIOUS . . . IS RADIO A PRIMARY SOURCE OF NEWS OR IS IT SUPPLEMENTARY TO OTHER MEDIA?

WE FELT OUR NEWS SPONSORS WERE ENTITLED TO KNOW SO WE ARRANGED FOR A SURVEY WHICH BROUGHT TO LIGHT SOME STARTLING TRUTHS.

ROSS FEDERAL RESEARCH INTERROGATED 321 FAMILIES, REPRESENTING THE VIEWS OF 1026 PEOPLE IN *ALL* SECTIONS OF THE CITY OF GRAND JUNCTION, COLORADO, AND HERE ARE THE RESULTS:

QUESTION:

What source do you rely upon for getting the news, publications or radio?
What radio station or publication is your principal source?

Of the 1026 people whose views were represented in the survey 73.2% indicated RADIO as their primary source, 12.46% indicated newspapers and 14.33% stated that they relied equally on both newspapers and radio.

Of the total indicating a preference to RADIO 97.86% answered question No. 2, that KFXJ was their choice. In fact the *highest showing any other station was able to show was only* 1.27%! (Copy of Survey Available on Request.)

This establishes the following INDISPUTABLE FACTS:

KFXJ

Dominates Its Market Exclusively as far as Radio is Concerned
also
Excels Over All Other Media as a Primary Source of News.

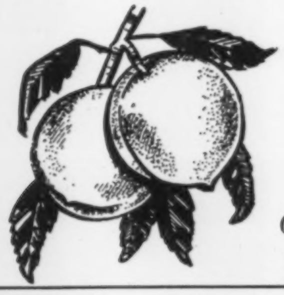
920 K. C. ● 1,000 Watts

HERE IS A SINGLE STATION EXCLUSIVE MARKET, WRAPPED IN AN ALL ENVELOPING SPHERE OF INFLUENCE!

Serving the rich FRUIT BELT of the INTERMOUNTAIN EMPIRE.

Rex Howell, *President*

A Peach of a Pair • **KFXJ & MUTUAL**



Western Slope Broadcasting Co.

Fifth Floor First National Bank Building . . . GRAND JUNCTION, COLORADO

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the

5,000 WATTS DAY AND NIGHT best job in Chattanooga

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

How to Test Your Purchase of Radio Time-

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peacetime or wartime. Richmond enjoyed the greatest industrial growth of any large American city of similiar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

WRNL RICHMOND, VA. 5000 WATTS NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

PROMOTION

Promotion Personnel

DICKSON MULLIN, released from the Naval Air Forces as lieutenant (senior grade), has joined promotion and publicity staff of KGO-American San Francisco. Prior to joining the service he was with Reymar & Bros. as advertising and sales promotion manager, and with Walker & Downing Adv., both in Pittsburgh.

WILLIAM A. FARREN, for two years announcer at WFIL Philadelphia, has been named director of publicity and special events of the station. He succeeds **JACK STECK**, recently named program director of WFIL.

ZONABELLE SAMSON, timebuyer for two years with Leon Livingston Adv., San Francisco, has joined promotion and publicity department of KGO San Francisco.

CHARLES WILEY, formerly of WGN Chicago news room, is now member of station's publicity staff.

Honey

JARS of honey are being distributed by McClatchy Broadcasting Co., Sacramento, using "Honey from the Beeline" theme to promote KFBK KMJ KWG KERN KOH. Honey is represented as profits derived from using the Beeline. Labels on jar feature Gaby, Walt Disney bee of McClatchy, and relative copy.

RCA Displays

RCA VICTOR division of RCA is preparing series of five illuminated displays dramatizing important phases of manufacturing activities. Displays will include exhibits on sound power telephones, Victor and Bluebird records, electron tubes, sound systems and radio, phonograph and television. Exhibits will be made available through RCA distributors for dealer window and store display.

Program Folder

ADVERTISERS and agencies are now receiving new program schedule from KGO San Francisco presenting morning, afternoon and evening program schedule on one side of a six-page sheet which folds into a self-mailer. Pictorial relief map of northern California is featured on the cover page. Schedule also uses new method of indicating time to increase legibility.

American Reprint

REPRINT of New York newspaper advertisement used by American Broadcasting Co. on its coverage of Jap surrender offer is being distributed by the network.

PW Booklet

THIRTY-TWO page booklet, "Press Wireless and What It Does", is now being distributed by PW, explaining in question and answer form organization and operations.

Prepare Brochure

KOTA Rapid City, S. D., is preparing three-color brochure to show station's coverage, audience and markets, as well as similar data for sister station KGKY Scottsbluff, Neb.

WWNC Folder

SUNDAY listening in Asheville, N. C., area is outlined in folder prepared by WWNC Asheville titled "Know-How in Western North Carolina re Sunday Superiority".

WGL Letters

LETTERS promoting Dunninger program sponsored on NBC Friday by Lever Bros. are being sent to local grocers by WGL Ft. Wayne, Ind.

NEW diversity shortwave receiving station has been installed by CBC at U. of British Columbia, Vancouver. Receiver is fed by three separate doublet antennas. Eventually CBC plans a shortwave transmitting station at Vancouver.

PROGRAMS

CHARGING a penny a word for advertisements, KFFA Helena, Ark., has started across the board morning "Penny Arcade". Quarter-hour feature set for 13 weeks, program presents staff members doing stunts and activities requested by listeners.

Country Life

IN COOPERATION with Agricultural Extension Service of U. of California, a thrice weekly quarter-hour informative program "Country Life Journal of the Air" has been started on KSFO San Francisco. Directed primarily to farmers and suburbanites, featured is a different University personality on each broadcast in information on agriculture, victory gardening and home management.

Esperanto

G. ALLEN CONNOR, director of International Language Institute, New York, and Dorris Tappan Connor, teacher at International Czech Institute at The Hague, will conduct a course in Esperanto, universal language, giving instruction conversationally on new program starting Aug. 24, Friday 7:10 p.m. on WABF (FM station) New York.

University Series

PRINCETON U. has started a Sunday afternoon half-hour series, "The Princeton U. Preceptorial of the Air", on WPAT Paterson, featuring university's faculty members in discussions of current topics of world importance.

CJCA at Hospital

CJCA Edmonton now broadcasts weekly half-hour program from the stage of the auditorium of Colonel Newburn Hospital, local military hospital. Weekly surprise package is given convalescing war veterans through station's welfare fund.

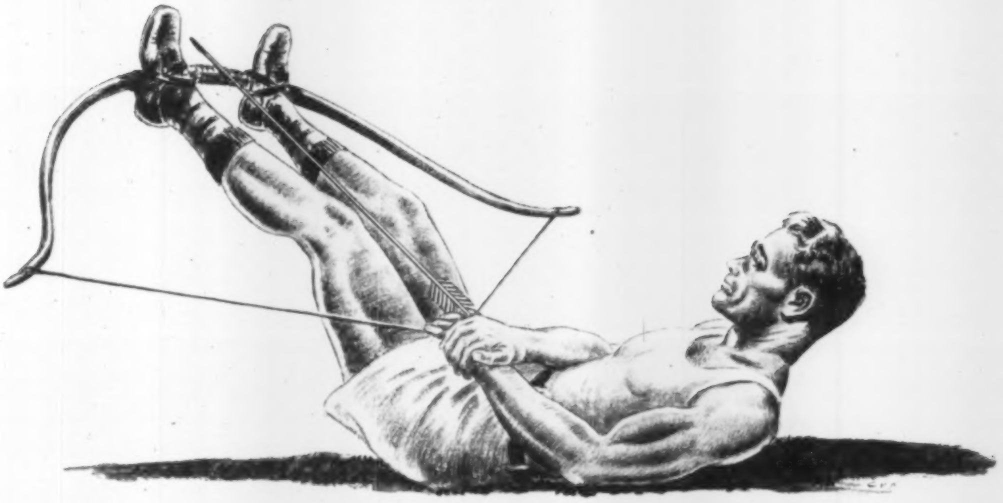
For Teen-Agers

MUSICAL, academic, recreational and other interests of the juvenile group are highlighted in "Teen-Time", Wednesday evening quarter-hour started by WWDC Washington. Guest interview is included.

Exclusive

PHILADELPHIA'S "most exclusive broadcast", according to WFIL, was that station's version of "Sports Go Bang" demonstration held in Municipal Stadium. Tom Moorehead, WFIL sports director, gave two-hour play-by-play description of events to 250 blind war veterans present, via individual headphones which were provided by WFIL and specially wired for the occasion.

YOU MAY BE ABLE TO WING AN ARROW 614 YARDS*—



BUT—YOU CAN'T LOFT AN "OUTSIDE" BROADCAST INTO WESTERN MICHIGAN!

Power counts in archery, but sometimes it fails in radio!

For instance, you'd think those mighty stations in Chicago and Detroit could reach Western Michigan rather easily. But there's an unseen barrier that blocks them out—a barrier of *fading*. Result is that listeners here rely almost exclusively on local broadcasts.

A real combination, WKZO in Kalamazoo plus WJEF in Grand Rapids—now offers *complete coverage* of all Western Michigan, with bell-clear signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. Together, they do the job these two big markets *deserve*.

We would be happy to send you all the facts—or just ask Free & Peters!

**"Free-flight" record made in 1941 by Curtis L. Hill of Dayton, O.*

WKZO

CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

The Kaiser Building
1924 Broadway, Oakland, as
seen from the K R O W studios

When you think of
Henry J. Kaiser
. . . you think of
The Metropolitan
OAKLAND
Area

—where are the famous Kaiser Richmond Shipyards and, across the street from the KROW studios, the Kaiser Building, national headquarters for the many Kaiser enterprises. And so you think of

KROW

And when you think of KROW, you think of the eager dollars poured into the cash drawers of KROW advertisers by Kaiser employees (among thousands of others). Something to think about, isn't it?

●

Radio Station KROW, Philip G. Lasky, Gen. Manager
19th Street at Broadway, Oakland 12, California

Radio Advertising Company
National Sales Representatives

Magnetic Wire Recording

Wire Recordings from
General Electric
Models 50, 50A, 51
Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

BROADCASTING GOES ON COMBAT MISSION

BROADCASTING may lay claim to being a magazine of international scope according to a letter from Lt. Max A. Hutto concerning one of the men in his combat recording team, T/Sgt. Hal Brown, former announcer-manager of WERN Bakersfield, Cal., and recent winner of the Air Medal. Lt. Hutto writes:

"Before Hal Brown flew the Kawasaki mission to make the recording for the AAF anniversary program, he had just received the June 18 issue of BROADCASTING magazine. To while away the long 15 hours of the mission, he took it along with him to read.

"So over Yokohama, Kawasaki, and Tokyo went BROADCASTING in the Superfort *'Orpen's Orphans'*. When Hal returned he was so tired that he climbed out and forgot it. It is probably still in the ship.

"Anyway, the point is, it is the first copy of BROADCASTING to fly a combat mission over the three cities (their run took them over the three). Hal laid it aside to do his recording, and resumed later after the bomb run. The crew members listened to Tokyo Radio, but Brown read."

Coaxial Cable Link Is Approved by FCC

AN ADDITIONAL 339-mile link in the AT&T proposed $56,356,000 coast-to-coast coaxial cable line to serve television and heavy telephone traffic was approved last week by the FCC. AT&T also was granted permission to construct seven new experimental Class 2 point-to-point stations to be used with two terminal stations in New York and Boston, in connection with line-of-sight transmissions over a relay chain between New York and Boston.

The new coaxial link will include six coaxials between Meridian, Miss., and Shreveport, La., a distance of 99 miles, and eight coaxials between Jackson, Miss., and Shreveport, covering about 240 miles. Estimated cost is $7,056,000.

Already completed are these units of the transcontinental coaxial system: New York-Philadelphia, 2 coaxial unit cable for 90 miles; Philadelphia-Baltimore, 6 coaxial unit cable for 100 miles; Baltimore-Washington, 4 coaxial unit cable, 43 miles.

Under construction are the following links: Washington-Charlotte, 8 coaxial unit cable, 400 miles; Atlanta-Meridian, 6 coaxial unit cable, 310 miles; Shreveport-Dallas, 8 coaxial unit cable, 200 miles.

Last week's grant brings the total approved mileage to 1,482. Additional construction proposed by AT&T will make the total route 3,287 miles long.

FARNSWORTH TELEVISION and Radio Corp. has acquired all assets of Halstead Traffic Communications Corp., N. Y., and will move the latter engineering manufacturing facilities to Farnsworth plant at Ft. Wayne, Ind.

Breaks at Daybreak

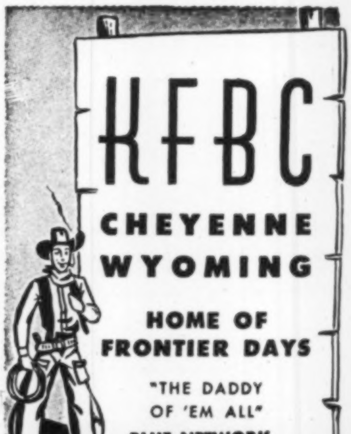
RADIO stations which went on 24-hour vigil in anticipation of important war developments were able to give their listeners on-the-spot coverage on local news which broke during the night. WCPO Cincinnati, on its first all-night schedule following the Russian declaration of war on Aug. 9, provided an eye-witness account of one of the most spectacular fires in the city's history, described by Dick Williams, newscaster, and Dick Wiggerman, announcer, as they observed the blaze at 4 a.m. Aug. 10 from the 38th floor of the Carew Tower. WSAZ Huntington, W. Va., alerted for V-J Day news on Aug. 11, set up a remote broadcast from the scene of a fire engulfing an apartment building which was observed by Berton Sonis, program director, at 11:30 p.m. from a window of the station. After calling Leroy Kilpatrick, chief engineer, who set up a line to the studios, Sonis gave a 32-minute description of the blaze.

Co-op Sponsors

TOTAL number of sponsors on each of the 11 cooperative shows of American's cooperative program department to date are as follows: Ethel and Albert 27, Dick Tracy 46, Raymond Swing 128, Martin Agronsky 94, John B. Kennedy 63, Headline Edition 37, Correspondence Around the World 144, Walter Kiernan 14, Baukhage Talking 118, Connie Bennett 23 and Charlie Chan 7.

ECA Radios

CIVILIAN radios will be shipped to dealers within 60 to 90 days by Electronic Corp. of America, Jack Geartner, sales manager, announced.



KFBC
CHEYENNE
WYOMING
HOME OF
FRONTIER DAYS
"THE DADDY
OF 'EM ALL"
BLUE NETWORK
REPRESENTED BY RAMBEAU

Your NBC station offers *Washington Analysts*

FOR LOCAL SPONSORSHIP AT LOCAL COSTS

• Up-to-the-minute commentaries by nationally known Washington analysts are available for local sponsorship through NBC stations from coast-to-coast. Currently, stations are offering such outstanding programs as "Morgan Beatty" and "Harkness of Washington" on a low-cost co-operative basis. Every day, more and more local sponsors are learning that *"it pays to advertise co-operatively"*—to enjoy the prestige and audience appeal of nationally known programs at *local coverage costs.*

THESE NBC EXPERTS KNOW WASHINGTON, WAR AND THE WORLD

• News programs with wide appeal, plus ready-made audiences, are constantly building prestige and sales volume for dozens of local products on NBC stations throughout the nation. *Advertisers buy nationally known talent—yet pay only local costs.*

Important live talent news programs currently broadcast co-operatively include:

H. V. KALTENBORN	**Monday, Wednesday, Friday 7:45 to 8:00 P. M. EWT**
WORLD NEWS ROUNDUP	**Monday through Saturday 8:00 to 8:15 A. M. EWT (Sundays 9:00 to 9:15 A. M.)**
NEWS FROM NBC	**Monday through Saturday 11:00 to 11:15 P.M. EWT**

These programs already are *at work* for local sponsors in many communities. Your NBC station representative will be glad to supply details of availability in your area.

Morgan Beatty—A versatile, interesting interpreter of both political and homefront events, Beatty recently accompanied President Truman to Berlin to cover the historic Potsdam Conference for all the networks. His factual, concise accounts of the day's news in Washington are "musts" with growing audiences everywhere. (Monday through Friday 1:45 P.M. EWT)

Richard Harkness—A seasoned, politically wise newsman with 12 years' experience on the world's busiest newsfront, Harkness interprets Washington decisions and developments in the light of their effect on people—the men and women who listen to his nightly commentary. Harkness knows the White House, the War, Navy, and State Departments thoroughly. (Monday through Friday at 11:15 P.M. EWT)

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

A service of Radio Corporation of America

MIAMI'S BUILT
OVER
1,000 DWELLING UNITS
MIAMI
WIOD

OVER one thousand new dwelling units constructed during the past 18 months-- a total far short of the demand. More proof that Miami is a great new year 'round market.

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS ★ 610 KC ★ NBC

HARVEY is taking orders for the newly improved
REK-O-KUT RKD-16 DUAL SPEED
16-INCH RECORDING MOTOR ASSEMBLY

To essential users*, HARVEY can now supply the famous RKD-16, with new features that materially increase the life and performance of the unit.
3-week delivery, $148.38

Features of the REK-O-KUT RKD-16

- Lathe turned, 25 lb. cast iron turntable, balanced, with disappearing drive pin and rubber turntable pad.
- Turntable fitted with one inch diameter polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
- 1/20 H. P. General Electric constant speed motor
- A positive repeat speed change at all times.
- The turntable attains full speed in less than one revolution.
- Easy alignment of the REK-O-KUT overhead mechanism with the turntable.
- Improved lubrication system.

*AA-5 Priority or Better!

NOTE: Since our monthly allotment is subject to WPB regulations, we suggest that you send your order without delay.
Telephone: LOngacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

Hampden Features WWJ Celebration

Morton Gould Joins in Radio Anniversary Broadcast

WALTER HAMPDEN, who made his radio debut over WWJ Detroit 23 years ago, and Morton Gould will headline the special 25th radio anniversary program which the station will present on its birthday today (Aug. 20).

Mr. Hampden will act as narrator of a drama highlighting the history and growth of WWJ and will interview one of radio's pioneers, E. L. (Ty) Tyson, sports announcer, who has been with the station since 1922. Another pioneer, Herschell Hart, first production manager of WWJ in 1930 and now radio editor of the *Detroit News*, will also participate. Don DeGroot, program manager, will direct the hour-long show from a script written by Margot Pfeifer.

Mr. Gould will direct 55 members of the Detroit Symphony Orchestra in his own compositions, "Pavanne" and "American Salute". Following the broadcast, which begins at 8 p.m., WWJ will entertain its employes, guests from other stations, representatives of sponsors and agencies. On the morning of Aug. 20 the station will broadcast "On the Air", a transcribed program dramatizing the history of American radio, which WWJ distributed as a public service to 360 stations.

Iowa State Sponsors Three-Day Institute

A THREE-DAY radio writing and production institute to teach "listener interest" to representatives of various public service groups will be held at the Iowa State Teachers College today through Wednesday (Aug. 20-22) under Herbert V. Hake, radio instructor and director of the college radio studios.

Among industry experts appearing will be four representatives of American Broadcasting Co., Merritt R. Schoenfeld, central division assistant general manager; Gene Rouse, central division program manager; Robert R. White, public service division production director; Chris Ford, central division continuity writer. Instructors from KXEL Waterloo will be Joe DuMond, president and general manager; Ava Johnson, European observer and news analyst; Isabelle Loar, continuity editor; Hugh Muncy, farm director; Don Kassner, chief engineer.

Two Net Shifts

AUTO-LITE BATTERY Corp., Niagara Falls, switches Dick Haymes show from present Tuesday 7:30 p.m. spot on NBC to CBS, Saturday 8-8:30 p.m. on Oct. 13 or 20. CBS period formerly held by Noxema Chemical Co., Baltimore, *Mayor of the Town*, shifts to CBS 8:30-9 p.m. period. Agency is Ruthrauff & Ryan, New York.

NATIONWIDE audition for two best available newscasters by WINX Washington resulted in selection of two rivals from Atlanta: Louis Aiken (l) was newscasting over WAGA Atlanta, and his competitor Hugh Whiteside was broadcasting from WGST Atlanta. Aiken was the first chosen and moved to WINX for hourly broadcasts during the day. Now Whiteside does the same chore on the night shift.

Experimental Licenses To Be Issued by FCC

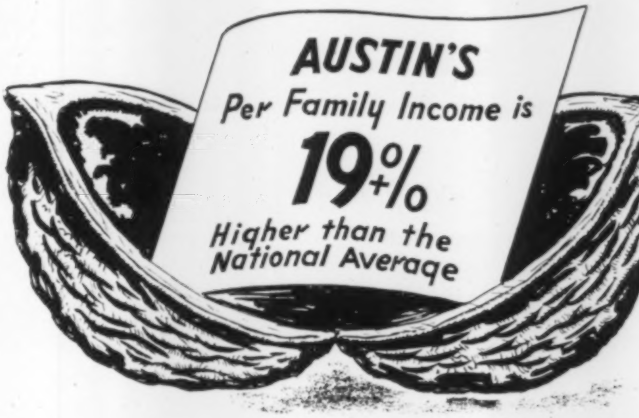
A LIMITED number of experimental licenses will be issued by the FCC to determine the best operating plan for the proposed general mobile two-way radiotelephone service for motor vehicles and other land, air and marine mobile units, the Commission announced last week. Results of the tests will be considered at a public hearing before the FCC adopts a permanent policy.

Three methods were proposed at the allocations hearings last fall: (1) Service by telephone companies to the public at published charges, connecting drivers or passengers with existing telephone wire lines; (2) service by cooperative associations of users in their respective areas on a pro-rata cost-sharing basis, or by individual users rendering service to other users on a similar cost-sharing basis; (3) private systems for companies or individuals. The general mobile service will not include Citizens Radiocommunication Service.

Experimental authorizations already have been issued to Southwestern Bell Tel. Co., St. Louis; Yellow Cab Co., Cleveland and Yellow Cab Co., Washington. Applications of 13 firms are on file for two-way mobile communications embracing general use, taxicabs, buses and trucks.

1000 W. NBC 550 Kc.
NBC for the rich Shenandoah Valley of Virginia
WSVA
HARRISONBURG, VIRGINIA

Here's our Story...


AUSTIN'S
Per Family Income is
19+%
Higher than the National Average

IN A NUTSHELL

The average per family income for

the U. S. is	$4061.00
The West S.W. States (Texas, Okla., La. & Ark.)	$3134.00
Texas	**$3428.00**

AUSTIN'S AVERAGE PER FAMILY INCOME* $4850

** All figures May 1945 Sales Management Survey*

The key to this rich market is

KNOW

Austin's oldest, best established radio station. Hooper ratings give it a wide margin over Austin's other station at all hours. In any Texas sales promotion Austin and KNOW are a **MUST**.

KNOW

AUSTIN, TEXAS

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

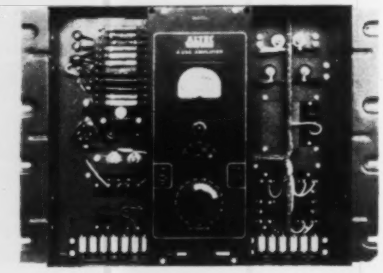
WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

TWO AMPLIFIED ANSWERS
TO AN
ENGINEER'S DREAM

PARTICULARLY PERFECTED
FOR PRE-EMPHASIZED
DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 35 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.



ALTEC LANSING
A255 AMPLIFIER
Power Output: 35 watts —Gain: 65 DB • Frequency Range: 20 to 20,000 cycles.

ALTEC LANSING
287F AMPLIFIER
Power Output: 75 watts—Gain: 15 DB
Frequency Range: 20 to 20,000 cycles
Uses 845 Type tubes

ALTEC LANSING
LIMITER AMPLIFIER
The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates "thumping" and "monkey chatter" in radio broadcast work. Send today for complete details.

ALTEC
LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

Martha Deane Program Begins Twelfth Year

ONE of radio's oldest and most successful series, the *Martha Deane* program, is about to celebrate the beginning of its twelfth year on WOR New York. This pioneer of women's non-domestic science programs has been widely imitated since its start in 1934, and its two alumnae now have exceedingly popular series of their own. Pictured above are the two former Martha Deanes, and the present one, Marian Young. On the left is Mary Margaret McBride who ran the series for six years from 1934 to September 1940 (now broadcasting under her own name on WEAF New York). Next is Bessie Beatty who conducted the program until August 1941 when she, too, started a series under her own name which is still heard on WOR. Right is Marian Young herself. Marian Young won this year's first award for Women's Programs in Ohio State University's Institute for Education by Radio, but that is just the most recent of her honors. She is as well known to newspaper and magazine readers as she is to radio audiences, and has had assignments that have taken her all over the world. In private life she is the wife of William B. Taylor, advertising executive, and the mother of boy and girl twins.

Cathode Ray

ALLEN B. DUMONT Labs. has announced a new cathode-ray tube, 5SP, which is a double-beam tube, providing two complete "guns" in a single glass envelop, with both converging on single screen for simultaneous and superimposed traces. Previously two phenomena could be compared simultaneously by adacent tubes or oscillographs or by an electronic switch from one to the other in rapid succession.

Plan $100 Video Table-Model Set

PLANS for manufacture of a $100 table-model television set in the postwar era have been announced by Viewtone Co., N. Y. In a simple walnut cabinet, set will use seven-inch viewing tube and will be streamlined to minimize wiring.

Viewtone Co., now entirely engaged in electronic war production, is headed by Irving Kane, president. Other company officials are: Alfred Nadel, chief engineer; Joseph Risner, chief of television development section; Jerome Francoeur, electrical section chief; Sidney Dalinka, chief of receiver-development section; Harold Cohen, special products division chief; Benjamin Brody, chief of mechanical engineering section; Howard Bachenheimer, advertising and publicity manager; Fred Emmanuel, chief purchasing agent, and Louis Kane, general manager and assistant to the president.

5000 WATTS

WMBG
World's Wider Memorable Market Battle Better Grounds Guarantee

NBC IN RICHMOND, VA.

Climaxing A Brilliant Record In World War II,

INTERNATIONAL NEWS SERVICE

won wide acclaim for its outstanding array of extraordinary FIRSTS in the closing days of the Pacific conflict.

Two of these I.N.S. FIRSTS made journalistic history.

On Tuesday, August 14, William K. Hutchinson, veteran I.N.S. Washington Bureau chief, was first by 57 minutes with the news that the U. S. had received Japan's final unconditional surrender note, agreeing to all "Big Four" demands.

Previously, on Friday, August 10, Hutchinson had revealed exclusively and on highest authority that the U. S. would agree to leave Hirohito on the throne to carry out our surrender terms. This story remained EXCLUSIVE for *18 hours and 44 minutes* until officially confirmed the next day. Hutchinson made this a two-ply exclusive by revealing further, on Saturday, August 11—nine hours before the official announcement—that the "Big Four" jointly would support the American position by permitting the Jap emperor to retain his throne.

Here are only a few of the many other FIRSTS scored by I.N.S. as Japan went down to final defeat:

AUG. 8—FIRST with Russia's declaration of war on Japan.

AUG. 11—FIRST with the "Big Four" reply to Japan's surrender offer, confirming Hutchinson's great exclusive on U. S. willingness to leave Hirohito on the throne.

AUG. 12—FIRST to reveal that General Douglas MacArthur would be named Supreme Allied Commander to enforce surrender terms.

AUG. 14—FIRST with official announcement in Washington that Japan had surrendered, confirming Hutchinson's earlier exclusive story.

The list of I.N.S. World War II exclusives and firsts is indeed impressive, but of far greater importance is the I.N.S. record for ACCURACY.

In peace, as in war, I.N.S. pledges rigid adherence to its slogan:

"Get It First, But—FIRST Get It RIGHT."

INTERNATIONAL NEWS SERVICE

SUMMER SLUMP?

AUG.
26 WEEKS
TIME ORDER
TO BEGIN
26 WEEKS TO BEGIN
TIME ORDER
CONTRACT RENEWAL
52 WEEKS
52 WEEK
TIME ORDER
TO B
150 SPOT ANNOUNCEMENTS
100 SPOT ANNOUNCEMENTS
TO BEGIN
52 WEEKS

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

The Script's the Thing . . .

. . . and you'll find in the Continuity Service provided by BMI any number of carefully planned scripts—from a five-minute program to a 30-minute production.

Whether your programming makes use of phonograph records or electrical transcriptions, BMI RADIO CONTINUITY answers your every need . . . as sustaining or sponsored shows.

Hundreds of stations, coast to coast, are cashing in on BMI CONTINUITIES in commercial programs.

Each script includes the use of carefully selected music, in recorded form, accompanied by smooth, well written continuity—**all are distinctive and refreshing program ideas.**

This BMI service is provided throughout the year, without cost, to all BMI-licensed stations.

The complete list of continuities will be sent upon your request.

KNOW YOUR BMI MUSIC
AND KNOW HOW
BMI CAN SERVE YOU

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York · Chicago · Hollywood

Censorship

(*Continued from page 18*)

estimated that the office will be completely disbanded within 90 days.

In a note to broadcasters and editors Mr. Price stated:

"It gives me great pleasure to inform you that effective at once, voluntary censorship is ended and the code and its attendant cautions entirely canceled.

"During the long trying years since Pearl Harbor you have written a bright page in the history of free enterprise. No one will dare question hereafter that your patriotism and patient cooperation have contributed greatly to the glorious victory.

"You deserve, and you have, the thanks and appreciation of your Government. And my own gratitude and that of my colleagues in the unpleasant task of administering censorship is beyond words or limit."

In an address over NBC Mr. Price stated that radio and the press were assured of emerging from the war "as free as they were before the Japanese assault". He also read a message from Maj. Gen. L. R. Groves, who directed work on the atomic bomb, expressing gratitude to radio and newspapers for cooperation in keeping back information on the project.

"Volunteer firemen" tried in many instances to order broadcasters and editors to kill news unrelated to military security, Mr. Price said on the broadcast, but it was to the credit of military and civilian war leaders that the orders came from "busybodies down the line" and without Washington sanction.

Gillingham Promoted

GEORGE O. GILLINGHAM, information director of the FCC on leave with the Army, has been promoted from major to lieutenant colonel, the War Dept. announced last week. He is chief of the Information Branch, Office of the Chief, Chemical Warfare Service. Col. Gillingham, a veteran of World War 1, left the Army with the rank of second lieutenant, CWS, after the last war. On April 3, 1942, he was commissioned captain in chemical warfare and was given a leave of absence by the Commission for the duration.

Rate Hike Hearing

A HEARING into the "lawfulness" of proposed rate increases by five international communications carriers between the U. S. and its possessions and Spanish Morocco was ordered for Sept. 12 by the FCC last week. Companies affected are Mackay Radio & Teleg. Co., Western Union, Commercial Cable Co., RCA Communications and All American Cables & Radio, all of which filed new tariffs effective Aug. 20, 22 and Sept. 15.

JORDAN UNCOVERS JAP NOTE DELAY

DR. MAX JORDAN, NBC religious program director, on Tuesday added a string of world news beats to a long list of stories he has covered. In Bern, Switzerland, he was first to reveal that the long-awaited Jap surrender was not forthcoming, as earlier reported.

Dr. Jordan

Here's how Dr. Jordan's work unfolded on Aug. 14: At 12:10 p.m., bulletin that the Swiss Government had not received Jap surrender note (spiking earlier stories to contrary); 4:20 p.m., Jordan told world Japanese message had just arrived; 5:27 p.m. he broadcast that Jap reply had been transmitted to New York.

Among big stories covered by Dr. Jordan for NBC, where he has been employed since 1930, are: Hitler's entry into Linz, Austria and Vienna; Munich conference; death of Pope Piux XI; election of Pope Pius XII; Nazi invasion of Denmark; capture of U. S. cargo vessel, *City of Flint;* Picard stratosphere flight in 1931; eruption of Mt. Vesuvius; first broadcast in history from Addis Ababa. For several years he was with Universal Service, now INS.

BBC Names Brewer

APPOINTMENT of Commander Charles H. Brewer, for past six years in fleet air arm of Royal Navy as North American director, headquartering in New York, was announced last week by BBC. To assume office end of August, he succeeds John Salt, recently appointed program director north of England in Manchester. Brewer was assistant director of variety programs before entering war service.

New World Series

WMCA New York will offer recording, of its *New World A-Coming* series which returns to air about Oct. 1, to nonnetwork stations for use as sustaining public service feature only. Discs will cost about $14 each. Format of the show will be changed from an all-Negro program to one including all minority racial groups.

1000 W. NBC 550Kc.

NBC for the rich
Shenandoah Valley
of Virginia
WSVA
HARRISONBURG, VIRGINIA

TWO WORLD BEATS...

CHUNGKING
MELBOURNE

G. REGINALD TIBBETTS
Head of U. P.'s Moraga Valley Listening Post

as Japanese war ends

Through its listening post outside San Francisco United Press was first with news of—

1. **Japan's sensational bid for peace, announced over Radio Tokyo (7:35 A. M. EWT, August 10);**
2. **Japan's second official broadcast announcing acceptance of the Potsdam terms (1:50 A. M. EWT, August 14).**

These are only two of a long list of news beats made possible by the U. P. listening post in the Moraga Valley.

Other notable firsts were the surrender of Hong Kong and of Singapore, Doolittle's raid on Tokyo, Admiral Yamamoto's death in action, Tokyo's reaction to the first major B-29 raids, and the first Japanese clash with Soviet troops in Manchuria.

United Press established this listening post before the war. Like the other major U. P. monitoring stations near New York and London, it has been manned day and night, month after month, in peace and in war, since the beginning.

Its unending vigilance has paid off again and again, has enabled U. P. clients again and again to be first to tell listeners of events of first importance —to assure them of "the world's best coverage of the world's best news."

UNITED PRESS

Reconversion

(*Continued from page 16*)

before FCC applications are processed.

Reconversion will also have its effect on advertising. With automobiles, refrigerators, washing machines, electrical appliances and other consumer goods again in supply institutional advertising will be largely displaced in favor of merchandise promotion. With a flood of new products entering postwar markets, radio will again be called upon to sell goods.

The end of the war means the early dissolution of OWI and the abolition of the Domestic Radio Bureau, through which millions of war messages have been channelled to stations, networks and advertisers in the last few years. Some campaigns will continue for a while, notably Don't Travel, price control, and coal conservation and broadcasters will be asked to cooperate. Probably the last major contribution to World War II campaigns will be the Victory Loan Drive now being planned.

Advertisers and agencies were advised by telegram Thursday by Edward Klauber, associate director of OWI, and George Ludlam, chief of the Domestic Radio Bureau, that their support would be "badly needed" in the weeks immediately following V-J Day and that some programs may be continued for months. "We assure you", the officials advised, "that government requests will be kept to a minimum and reduced as rapidly as possible and on that basis ask you to stay with us. Any future relationship between advertising and government efforts, if there is to be any, is something beyond the short-lived scope of OWI, and this message is addressed to the immediate future."

Mr. Ludlam telegraphed stations through OWI regional offices that changes in spot announcement plans to permit dropping of transcriptions were being formulated and would reach stations shortly. Meanwhile, he urged that cooperation with regional offices be continued.

Liquidation of OWI raises the problem of disposal of the vast shortwave facilities taken over for the duration from broadcasters and additional stations built by the agency for psychological warfare operations. The possibility that the government may continue to operate these facilities in the interest of world peace was seen in a statement last week by Elmer Davis, OWI director, on the prospective closing of the agency. "The need remains for the rest of the world", he said, "to get a balanced picture of America and to receive its knowledge of official American aims and ideals from American sources. I hope that the Administration and the Congress will find the appropriate means for government to assist and supplement private information agencies to whatever extent is necessary to meet this demand".

Some word on the disposition of OWI may be learned this week. President Truman may decide to transfer the agency's Nazi reeducation operations, which Congress voted to continue after the Senate restored appropriations for this work which the House had denied, to a permanent agency. This function, as well as that performed by the Office of Inter American Affairs in furthering the Good Neighbor policy, may be merged with the State Dept.

Finally, V-J Day means relief to manpower shortage problems in the broadcasting industry, the return of personnel from the war fronts and the availability of thousands of men and women who have been given technical training in radio and radar in the armed services.

WHBQ
Your MUTUAL Friend
E. A. ALBURTY, Gen. Mgr.
Memphis, Tennessee
Write or Wire for
CHOICE SPOT AVAILABILITIES
They are going fast
REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

WJHP
Jacksonville, Fla.
BUY
What
Jacksonville's
Homes
Prefer!
IT'S MUTUAL, NOW!
Represented by
JOHN H PERRY ASSOCIATES

Daytime Ratings High In Small U. S. Cities

LAST winter's ratings of daytime network programs averaged 107% higher in smaller U. S. cities, according to the third News-Letter series of Cooperative Analysis of Broadcasting. Ratings in cities of 50,000-100,000 were more than double those in cities of 1,000,000 and over.

National average rating for all daytime programs was 3.9, varying among city-size groups as follows: Over 1,000,000, 2.9; 500,000-1,000,000, 3.5; 100,000-500,000, 4.9; 50,000-100,000, 6.

Most popular programs last winter in cities of 1,000,000 and over were Kate Smith Speaks, 5.8; Romance of Helen Trent, 5.7; Ma Perkins (CBS), 5.3; Goldbergs, 5; Our Gal Sunday, 4.9; When a Girl Marries, 4. Cities of 500,000-1,000,000, When a Girl Marries, 6.3; Ma Perkins (CBS), 6.1; Life Can Be Beautiful, 6.0; Breakfast at Sardi's (11-11:15), 5.9; Lorenzo Jones, 5.8. Cities of 100,000-500,000, Breakfast at Sardi's (11:15-11:30), 8.4; Kate Smith Speaks, 8.0; Breakfast at Sardi's (11-11:15), 7.9; Ma Perkins (CBS), 7.4; Pepper Young's Family, 7.4. Cities of 50,000-100,000, Ma Perkins (CBS), 11.1; Ma Perkins (NBC), 10.1; Breakfast at Sardi's (11:15-11:30), 9.6; Right to Happiness, 9.4; Kate Smith Speaks, 9; Pepper Young's Family, 9; When a Girl Marries, 9.

ASSOCIATED COURT PETITION DEFERRED

HEARING on petition of Associated Broadcasting Corp. for a temporary injunction to restrain American Broadcasting Co. from using the "ABC Network" signature, begun Wednesday, in Federal District Court in Grand Rapids, Mich., was continued by Judge Fred M. Raymond until briefs have been filed.

Associated, whose home offices are in Grand Rapids, said in its petition that it used the ABC identification on 3,970 commercial broadcasts in 1944 on coast-to-coast hookup including 196 stations. Petition also stated that after BROADCASTING reported last September that the Blue network was changing its name to American Broadcasting Co., Associated had notified Blue of its prior claim to the ABC tag and that Blue had acknowledged receipt of that letter.

American moved to dismiss the petition, holding that the Court did not have jurisdiction. Both parties claim that ABC is a logical contraction of their names and both state that they have been so identified in both trade and general press and elsewhere.

BELIEVED to be first time scholarship honor students have been signed to help write a bigtime radio show. Peggy Chantler and Claris Ann Ross of Northwestern U. have been added to writing staff of NBC "Chase & Sanborn Show". Both attended university school of speech through Edgar Bergen Scholarship Fund.

FCC GRANTS TEN WITH FREEZE LIFT

FIRST grants of the FCC since its Statement of Policy, Aug. 2, lifting freezes on new construction, last week were issued for eight locals and two changes of existing stations. A dozen or more similar applications will be granted probably this week.

In each instance applicants had been given conditional grants, but with the 60-day moratorium on pending files action and now the war's end, construction may go ahead. WSPA Spartanburg, S. C., was granted a construction permit to increase power from 1 kw night to 5 kw, making the station a 5 kw outlet fulltime, and install a directional antenna. WING Dayton was granted a construction permit to change its directional antenna and move the transmitter.

New stations granted under the green-light policy follow:

KCMJ Palm Springs, Cal., 1340 kc, 250 w unlimited, to Richard W. Joy & Donald McBain, doing business as Palm Springs Broadcasting Co.

KGAK Gallup, N. M., 1230 kc, 250 w unlimited, to Albert E. Buck & Merle H. Tucker, doing business as Rio Grande Broadcasting Co.

WCMA Corinth, Miss., 1230 kc, 250 w unlimited, to Corinth Broadcasting Co.

WDAD Indiana, Pa., 1450 kc, 250 w unlimited, to Indiana Broadcast Inc.

WJNC Jacksonville, N. C., 1240 kc, 250 w unlimited, to Louis N. Howard & Ellis H. Howard, doing business as Jacksonville Broadcasting Co.

WMAJ State College, Pa., 1450 kc, 250 w unlimited, to Center Broadcasters Inc.

WPIK Alexandria, Va., 730 kc, 250 w day, to Howard B. Hayes, Carl L. Lindberg and C. C. Carlin Jr., doing business as Potomac Broadcasting Corp.

WSTN Staunton, Va., 1400 kc, 250 w unlimited, to Charles P. Blackley.

STRUCK ST. LOUIS PAPERS USE RADIO

TWO station-owning newspapers in St. Louis were depending on their broadcasting outlets to supply news to the public during last week's strike of carriers on three local papers caused by refusal of publishers to abide by a NLRB decision calling for collective bargaining and recognizing carriers as employes, not independent business men.

The *Post Dispatch*, which as with the other papers missed publication when pressmen refused to pass the picket line, immediately started a special schedule of news programs on the hour and half hour. In addition comics were read twice daily and an editorial summary given.

The *Star Times* did not increase news programs on KXOK as it felt there are enough sponsored news periods to do an adequate reporting job. Special features were not used either.

No time was purchased on any station by the *Daily Globe Democrat*, third paper involved.

Resume Symphony

ALLIS CHALMERS MFG. Co., Milwaukee, Oct. 6 starts sponsorship for third consecutive season of the Boston Symphony Orchestra, 8:30-9:30 p.m. Saturday, on American. Agency: Compton Adv., N. Y.

World War II

(*Continued from page 17*)

tary of the Treasury Morgenthau appealed to stations to aid in sale of defense bonds and savings stamps. Vincent F. Callahan, general manager of WWL New Orleans, was named head of Treasury's Radio Section.

International shortwave stations, desiring to improve use of their facilities for national defense, in April appointed Stanley P. Richardson, foreign correspondent, as coordinator of operations.

Voluntary censorship, which had operated satisfactorily since 1939, was reaffirmed the same month by high U. S. officials. A suggested list of "dont's", published by BROADCASTING, brought up to date a previous list and laid the background for later wartime censorship.

Army Radio Branch

Staff of the Army's Radio Branch, in the Bureau of Public Relations, was lined up April 3. Among those named to work under Director Kirby were: Robert C. Coleson, former radio director of San Francisco Fair; Jack Harris, news, special events and sports director of WSM Nashville; Brooks Watson, news and special events director of WMBD Peoria. Curtis Mitchell, former editor of *Movie & Radio Guide*, was assigned to press and radio intelligence section of general staff. Gordon Hittenmark, WRC Washington announcer, was assigned to Morale Division in charge of radio, holding a captaincy. Capt. Harold Kent, Chicago Board of Education radio director, was named Radio Branch liaison officer for educational broadcasts.

Another radio official joined the defense effort late in April when Frank E. Mason, NBC vice-president in charge of information, was named special public relation's assistant to the Secretary of the Navy.

Manufacturers of radio sets agreed in early May to use substitutes for aluminum for receivers where possible.

Calling up of reserve officers was beginning to affect station operations. A transmitter and tube bottleneck was developing from the low priority status given broadcasting by the Office of Production Management.

War emergency was proclaimed May 27 by President Roosevelt but it had little effect on broadcasting industry. The FCC on the same day adopted a rule under which it could shift frequency, power and hours of station in conformity with wishes of the armed forces.

TECHNICAL Research Comm. of BMB held its first meeting in BMB offices in New York Aug. 1 with John K. Churchill, director of research, presiding. Those present included: (standing) Richard Puff, MBS; Barry Rumple, NAB; Edward Evans, American; Mr. Churchill, BMB; Hugh Feltis, BMB; Frederic G. Berner, G. Washington Coffee Refining Co.; Jim Gaines, NBC and Harper Carraine, CBS; (seated) Paul Peter, BMB; Don Johnstone, Benton & Bowles; Frank Stanton, CBS; Robert Elder, Lever Bros.; A. N. Halverstadt, Procter & Gamble; D. E. Robinson, Sherman K. Ellis; and Robert Elrick, The Quaker Oats Co.

Propaganda aspects of broadcasting first began to take shape when NBC in May dropped the traditional straight news policy of its international stations to urge the French not to collaborate with Germany. This action was taken in connection with President Roosevelt's speech asking noncollaboration. Broadcasts were presented in three languages by NBC—French, Spanish and Portugese—and the international division then went on 24-hour schedule.

Further U. S. interest in propaganda broadcasting was shown June 17 when the RFC authorized a $40,000 loan to World Wide Broadcasting Corp., Boston, operating WRUL and WRUW, international shortwave outlets. CIAA had previously granted aid to World Wide for programs beamed to Latin America.

Monitoring setups of the networks proved their value the night of June 21 when they picked up news of Germany's invasion of Russia. Well-organized worldwide news forces handled the developments smoothly. A few days later the sinking of the submarine *O-9* near Portsmouth Navy Yard found network crews on the job. Broadcasts were picked up direct from the scene of the tragedy.

Mobilization

By July of 1941 plans for mobilization (M-Day) had been developed by the military, dispelling fears of Federal operation of stations and direct censorship.

Enactment of an appropriation bill in early July provided $200,000 for purchase time on World Wide by the CIAA. RCA, meanwhile, disclosed that improved technical practices by shortwave outlets were giving American stations domination in the international radio battle. In October the shortwave stations were tied to permit combined use of facilities.

Col. William J. Donovan was named by the President as coordinator of information on national security.

Shortage of technicians was becoming serious and the NAB began steps to develop a reservoir.

Summer Army maneuvers provided a chance for networks and stations to develop plans for coverage of war games in the autumn as well as actual war itself.

FCC had developed by this time a staff of 515 for its 91 monitoring stations.

Second anniversary of the European war found broadcasting almost on a war footing, with crises in materials causing trouble. Transmitters and tubes were worst problems.

Office of Facts & Figures was created Oct. 7 by President Roosevelt to give clear picture of defense and foreign policies. Named to OFF were Dr. Frank Stanton and William B. Lewis, of CBS, and Douglas Merservey, of NBC.

All broadcasts by American nets from Berlin were stopped in mid-November by the Hitler government.

All the planning and training for actual war had put the industry in position to accept Dec. 7, 1941, in its stride. First news of the Pearl Harbor attack by the Japs came from Presidential secretary Steve Early.

Quickly the whole world knew.

Then things began to happen on the home front. Within a week came these developments: Army orders for blackouts and silencing of stations; Defense Communication Board given supreme power over communications; amateurs ordered off air; President Roosevelt's war message to Congress Dec. 8 put on the air, reaching record audience, as did his radio speech Dec. 9; Neville Miller sent President telegram placing broadcast stations at his service; Army issued credo for war news; shortwave stations went on 24-hour basis.

The second week after Pearl Harbor was marked by these developments: Byron Price, executive news editor of AP, named Director of new Office of Censorship; weather forecasts banned by Weather Bureau; Ensign Thomas A. McClelland, on leave from KLZ Denver, was found to have been killed at Pearl Harbor, the first broadcasting war fatality.

The third week was marked by appointment of J. Harold Ryan, vice-president and general manager of Fort Industry Co., as Assistant Director of Censorship for Broadcasting, and the naming of Office of Facts & Figures as clearing house for all Government time requests.

By mid-January the voluntary broadcasting code had been issued by the Office of Censorship and the wartime operating pattern had taken shape. Stanley Richardson was named chief assistant to Mr. Ryan. Daylight saving time was promised as Congress enacted legislation and freezing of assignments was foreseen. Navy Dept. opened a radio training school in charge of Capt. William C. Eddy, Balaban & Katz television director. Here were trained the teachers who taught the teachers who taught radar technicians.

Victory Council

FCC froze assignments of all pending issuance of construction ban by Donald M. Nelson, chief of War Production Board.

On Feb. 9 the NAB Code Compliance Committee adopted a series of suggested controls over war news broadcasting.

Freezing of facilities was provided for Feb. 13 by the Defense Communications Board in recommendations to the FCC and WPB. Advertising Council (later War Advertising Council) was organized in late February to aid the war effort, as high U. S. officials went on the air in a series of speeches designed to arouse the nation to war needs.

New Broadcasters Victory Council, headed by John Shepard 3d, Yankee net president, explained its

(*Continued on page 78*)

HERE'S YOUR NEW RADIATOR

LINGO
VERTICAL TUBULAR STEEL RADIATORS

Available Now
For Prompt Delivery
From Materials On Hand

Your post-war improvement plans can begin *right now*, with a new Lingo radiator. Orders are now being filled on a first come, first-served basis. Contact us at once regarding your plans. Lingo Radiators and supporting poles are available for AM, FM, Television and other UHF applications. If you are not ready for installation now, we will construct and deliver when you *are* ready. Act *now*, and be glad later on!

Please include in your inquiries the height required and approximate site, so that complete quotation can be made immediately, covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY

Send for Your FREE COPY of New Brochure
Contains illustrations, charts, diagrams, etc., plus detailed information on standard and special types of Lingo Radiators

LINGO VERTICAL TUBULAR STEEL RADIATORS

World War II

(*Continued from page 77*)

functions as a liaison agency between the industry and the Government. O. L. (Ted) Taylor, general manager of Taylor-Howe-Snowden stations, was named executive secretary.

Freeze order went into effect Feb. 24. The Army opened its series of *Command Performance* programs for troops March 8, using shortwave stations. In charge was Ed Kirby, of the Radio Branch, with Lt. Rankin Roberts as supervisor. Radio section was set up in OFF foreign language division, OFF to serve as clearing house for foreign language broadcasts.

OFF on March 18 issued its policies governing handling of news, restricting casualty news to localities and providing maximum information without aiding the enemy.

Popular Sunday afternoon program, *The Army Hour*, took the air on NBC April 5 to link armed forces with the folks back home. In charge was Robert C. Coleson, administrative executive of Radio Branch.

In late March OFF tried out a priority system for war emergency broadcasts, building the appeal around a coal-buying campaign.

WPB in early April banned all building projects over $5,000 without specific authorization, amounting to a new prohibition against station construction. DCB on April 16 recommended to FCC and WPB that all broadcast construction be stopped. This was later adopted. OFF announced its plan to coordinate use of sponsored and sustaining time on networks and stations, effective April 27. DCB also ordered registration of every piece of apparatus capable of generating radio frequency energy. WPB April 14 cut use of shellac for phonograph records to 30% of previous year. On April 24 the WPB gave broadcasting an A-3 preference rating against the previous A-10, in view of industry's important war role. Vinylite later was put under allocation control. The industry was placed fourth on list of seven most important occupations by draft director, Brig. Gen. Lewis B. Hershey.

Army Troops

A portable radio-phonograph-library kit for Army troops abroad was developed by Maj. Gordon Hittenmark of Special Service Branch, Army Services of Supply.

Proposed plan to pool radio equipment was sent to WPB by DCB but later dropped, with 1 decibel power cut adopted instead.

Harry C. Butcher, CBS Washington vice-president, entered the Navy June 1 as a lieutenant commander. Later he was named naval aide to Gen. Eisenhower and rose to a captaincy. At present he is putting finishing touches on a diary of his war experiences.

Civilian use of copper was stopped May 31 by the WPB.

Elmer Davis, CBS commentator, was named June 13 to head the new Office of War Information, replacing OFF.

Revised broadcasting code, somewhat easing restrictions on stations and networks, was issued June 15.

In telling the war story day by day, providing news for the world even as it happened, broadcasters found they had assumed the front-rank role as a news source. A survey by OFF convincingly showed how the nation had come to turn to the loudspeaker as the primary source of news about the war.

Col. David Sarnoff, president of

(*Continued on page 80*)

Captain John A. Kennedy USN
President W. Va. Network
Somewhere in the Pacific

Dear Captain:

Thought I'd drop you a few lines to let you know how we're coming along back here in West Virginia. Business goes on pretty much as usual . . . lots of advertisers but not much time to sell them. I can't tell whether that's good or bad, listening to the fellows in the sales department. Quite a few of our old boys have stopped in . . . while on furlough . . . all looking pretty swell, but anxious to get back to good old WCHS. WSAZ over in Huntington challenged us to a baseball game. We'll take care of that one of these hot Sundays . . . or shouldn't I mention the heat to you? Nothing else new . . . we miss you and think of you often, hoping you'll be back with us soon.

Yrs.,
Algy

WCHS
Charleston, W. Va.

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
THE DOMINION NETWORK

No Brass Hats Here-- JUST BRASS TACKS!

OURS is a moderate-sized, compact organization in which everyone from the chief executives to the kid who runs the blue print machine is dedicated to just one purpose. That purpose—to design and build efficient, dependable Radio Transmitting Equipment—our exclusive specialty.

We have been at it successfully since 1922—long enough to gain genuine, practical know-how in every phase of the business. That experience, plus engineering ability and precision workmanship, add up to the kind of Equipment which appeals to Engineers and Station Managers alike.

Let us tell you more about GATES Transmitting Equipment—and about the GATES Priority System for Prompt Post-War Delivery! Write today!

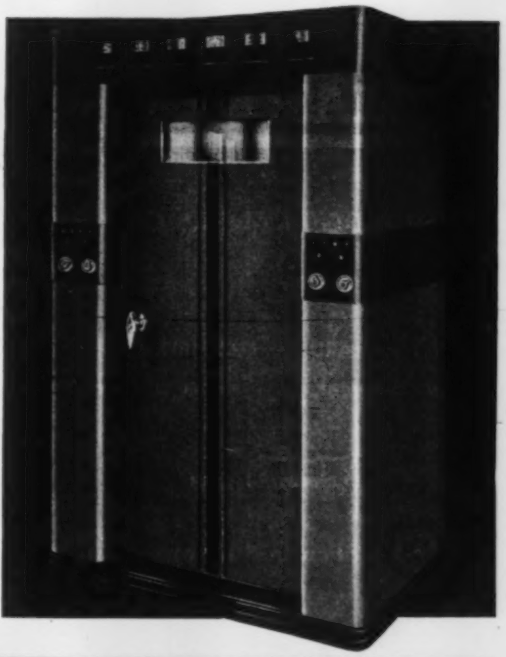
GATES RADIO CO.

GATES RADIO CO. • QUINCY, ILLINOIS

GATES ONE KILOWATT BROADCAST TRANSMITTER

This new Transmitter, utilizing many wartime developments, will meet the exacting demands of peacetime broadcasting. Its proven dependability—plus its modern, streamlined appearance—fit it perfectly into tomorrow's Radio Station. Accurately engineered, with all parts conveniently accessible. The pressure-type cabinet keeps out dust and helps assure cool operation. High fidelity performance.

Detailed bulletin on the GATES 1 KW Transmitter will soon be available.



PROGRESS REPORT

GATES production facilities now make it possible for us to give you prompt delivery on most items.

GATES RADIO CO. QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

KANSAS CITY

IS A

K

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Z

Y

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

World War II

(Continued from page 78)

RCA and chairman of the board of NBC, was called to active duty in the Signal Corps June 24. Later he set up the communications system for invasion and occupation and was raised to brigadier general.

Getting the OWI under way, Elmer Davis, July 10 named Gardner Cowles Jr. assistant director, with William B. Lewis head of the Radio Bureau. A policy was issued to cover war news. BWC ordered a survey of station tube supplies and a study of manpower.

Selective Service July 14 declared broadcasting an essential occupation. KFPL Dublin, Tex., became first wartime station casualty, giving up operation because of the manpower shortage.

A. A. Schechter, NBC news and special events director, resigned Aug. 15 to join OWI. Kenneth R. Dyke, former NBC advertising and promotion director, joined OWI to direct Bureau of Campaigns. Program standards for commercial programs beamed to troops issued by Army.

Most of the war news had been of a defensive nature since Pearl Harbor, along with preparations for an offensive role. The situation quickly changed in August when Marines landed on Guadalcanal and Tulagi in the first major Allied offensive of the Pacific war.

When the South Pacific campaign got under way the Marine Corps was ready with a combat correspondent crew developed by Brig. Gen. Robert L. Denig, who expanded initial plans to bring in radio coverage. First combat radio correspondent was 2d Lt. James O. Hardin Jr., who had worked on several Georgia stations. Accompanying him was Capt. John A. DeChant, who had prepared equipment.

First network battle broadcast was recorded at Bougainville by Sgt. Roy Maypole, formerly of CBS New York, who used a wire recorder to cover the landing. Sgt. Hardin recorded many network shows.

Later, Lt. James W. Hurlbut, formerly news editor and publicity director of WTOP Washington, who had been in the thick of the Guadalcanal fighting, was named head of the Marine's Radio Section, a unit of the Division of Public Information, a post he still holds. He expanded combat radio recording teams to cover every division, air wing and corps. By the end of the war the Marines were sending over 700 recordings a month to local stations, besides providing battle recordings to networks and U. S. agencies as well as the BBC. Recently a program, *Your Marine Corps*, has been heard on CBS.

Active in Marine Radio

Active in Marine radio were these: T/Sgt. Alvin M. Josephy Jr., formerly WOR New York and OWI; Sgt. Richard E. Mawson, WBAX Wilkes-Barre, Pa.; Sgt. Bill Ross, WLS Chicago; T/Sgt. Art King, WEEI Boston; S/Sgt. Vince Lonergan, WEBC Duluth; Sgt. Jim Knox, Biow and D'Arcy Adv. Co.; 2d Lt. Ned Burman, KQW San Jose; Sgt. Alvin Flanagan, MBS; Sgt. Roger Roberts, KLS Oakland; Sgt. Ed Stodel, Los Angeles agency head; Sgt. Dave Wilburn, midwest announcer; S/Sgt. John Slocum, CBS; Sgt. Dave Stick, formerly with Fulton Lewis jr.; Jerry Gordon, CBS; Capt. Loyal B. Hays, KSRO Sacramento; T/Sgt. Keene Hepburn; Sgt. Henry P. Meisinger, Dept. of Interior Radio Section; T/Sgt. Frank Acosta Jr., NBC; Lt. George Putnam, NBC and later m.c. for *Army Hour;* Lt. Col. George T. Van der Hoef, now Office of Strategic Services, who was formerly head of Radio Section, coming from Federal Housing Administration where he had been radio executive.

The Bataan fighting, surrender of Corregidor, occupation of Burma, Battle of Midway had provided bright news and bad news, but mostly the latter.

This Marine battle coverage laid groundwork for the future Pacific campaigns and provided lessons helpful in the African and European campaigns.

OWI directive Sept. 10 ordered all U. S. broadcasts channeled through its Radio Bureau. WPB assumed control of all electronic

As you Like It

You want fertile markets. You want to dominate those markets. You want those markets to respond to your appeals. Here you are, Sir, a neat little package of sales dynamite.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

AP

WBRY, Waterbury, Connecticut

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

devices, barring non-essential production.

Mefford Runyon, CBS vice-president, resigned in early October to become a lieutenant commander in the Navy.

Elmer Davis told a Congressional committee broadcasting was contributing $64,000,000 in time to war agencies.

The autumn of that year brought two important U. S. developments as OWI and CIAA took over all but technical operation of shortwave outlets and as FCC reduced power by one decibel, effective Dec. 1, with engineering rules revised.

Invasion of Africa Nov. 7 was effected with the aid of shortwave barrage, including a transcribed message from President Roosevelt. Networks quickly had their correspondents operating smoothly, bringing the story in detail from the battle points within minutes.

During the year the networks devoted more than 4,000 network hours to war-effort programs and announcements, with serials used late in the year as a means of reaching a large segment of the public.

Citation for extraordinary heroism was awarded Jan. 8, 1943, to Lt. Thomas E. Knode, WRC Washington news editor, wounded in New Guinea. He received Distinguished Service Cross and was promoted to captaincy.

As 1943 got under way, broadcasting was operating smoothly and efficiently in its multifarious war role. Many industry officials were in important war roles. Battle coverage methods were working well, and OWI had set up an office in London.

Cuhel Lost

Frank J. Cuhel, MBS reporter, was lost in the Feb. 22 crash of the Yankee Clipper at Lisbon.

OWI adopted a new allocation plan for war-effort messages, offered programs available for sponsorship. Donald D. Stauffer, Ruthrauff & Ryan, was named OWI Radio Bureau head. Later it estimated radio had donated $86,900,000 in time and talent for war messages. ODT gave industry heavy share of credit for easing holiday transportation crush.

Meeting at Casablanca, Africa, of President Roosevelt and Prime Minister Churchill was announced Jan. 26 after teaser announcements by OWI and CIAA. Domestic censorship was centralized under a revised code, with foreign tongue provisions stiffened.

War developments during the winter and spring were featured by complete occupation of Guadalcanal, capture of Attu, and battle of Bismarck Sea. These were covered, along with other developments in all parts of the world. George B. Storer, Fort Industry president, in April was commissioned a lieutenant commander in the Navy; later made commander.

Office of War Mobilization was created May 28, headed by Justice James F. Byrnes, with Walter J. Brown, WSPA-WORD Spartanburg vice-president, remaining with him. Justice Byrnes had been Economic Stabilization Director.

Horsefeathers

TWO Washington RCA radio communications messengers delayed by a quarter-hour President Truman's announcement of Japan's surrender reply, but only because they were stopped by a D. C. traffic cop as they were speeding to the Swiss Legation with the message from Bern. Caught while making an illegal U-turn to start on their way, the RCA men were answered only by "horsefeathers" as they tried to explain their important mission. Usual triumph of justice resulted after a quarter-hour of banter and the pair continued on their way, still in possession of the note of international import—plus a traffic ticket.

Disclosure of basic radar facts by Navy led to wide publicity on this secret war device, but later full secrecy was revived.

CIAA in mid-year consolidated programming of Latin American shortwave beams under Don Francisco, radio director.

Another invasion—Sicily, July 10—marked entry of American troops on the Continent of Europe and radio newsmen were there to tell the story. Raymond Clapper, MBS commentator, described bombing of Rome later in the month. Historic bombing of the Ploesti oil fields in Roumania was described on the *Army Hour* by Maj. Gen. George Brereton from Cairo, first report of incident received by Gen. Arnold, commanding the Air Forces.

An idea of what was to come in European radio reporting was given by Col. Kirby on return from test of lightweight wire recorders in England and North Africa.

Biggest Assignment

Biggest news assignment of all came to radio Sept. 8 when Gen. Eisenhower read his proclamation of the armistice with Italy over the Algiers radio. The message was picked up and fed to the world. Italian Marshal Pietro Badoglio's proclamation to Italian people was read over the Rome radio. Capt. Harry C. Butcher (then commander) accepted surrender of the Italian Navy at Malta after R. Morris Pierce, WGAR Cleveland engineer on leave, had quickly rigged a transmitter to broadcast orders to the Italian fleet on 500 kc, international distress frequency.

President William S. Paley, of CBS, on Oct. 7 took leave to join OWI and later became head of the Psychological Warfare Branch at Gen. Eisenhower's headquarters with rank of colonel. Edward Klauber, CBS executive committee chairman, was named associate director of OWI.

Greatest radio hookup in history carried a Christmas Eve broadcast by President Roosevelt, rebroadcast by transcription on the networks. Origination points for program included battleships, carriers and submarines.

NAB estimated the industry's 1943 war contribution at $202,000,000.

In early February, 1944, J. Harold Ryan resigned his censorship post to become interim NAB president, with John E. Fetzer, owner of WKZO Kalamazoo, becoming Assistant Director of Censorship.

Turn to England

All during the winter and spring of 1944 the eyes and ears of the world were turned to England, where plans for the European invasion were being polished. At Gen. Eisenhower's headquarters were Comdr. Butcher, with Col. Sarnoff in charge of communications facilities for the biggest military effort in history. On this side, networks by early March had drawn up their invasion plans, built around elaborate news staffs using all available communications facilities.

Meanwhile, OWI was constructing four powerful shortwave transmitters on the West Coast for its Asiatic operations.

Lined up for coverage were transatlantic circuits providing 18 hours daily of continuous service, with networks pooling facilities and operating from consolidated studios. The Army had trained a staff of correspondents under field conditions.

And then June 6! From the first German radio tip at 12:37 a.m., American broadcasting calmly stepped into its well-arranged role. Newsmen were at their posts during the night, and when the official word came from SHAEF they settled down to a routine that continued through V-E Day in May 1945.

In telling the biggest story of all, broadcasters threw commercials out the window and concentrated on the Normandy landings. D-Day brought a continuous flow of newscasts, eyewitness stories and background material, culminating in President Roosevelt's 10 p.m. broadcast.

On - the - scene recordings were flown to London for editing and transmission to the U. S. Outstanding was a description by George Hicks, Blue network, of an air attack on a Navy flagship off France.

A radio barrage on D-Day culminated months of broadcasting to the French underground. A familiar voice instructed Frenchmen in occupied areas. Transmitters at various points beamed invasion news to every point on the Continent.

Broadcasters Prominent

Broadcasters took prominent parts in all phases of the invasion. Besides those to SHAEF, there were the AMG leaders, including Lt. Col. Samuel R. Rosenbaum, WFIL Philadelphia; Maj. James C. Hanrahan, Scripps-Howard Radio; Capt. Arthur W. Scharfeld, radio attorney. Phil Cohen, former OWI radio chief, was in charge of ABSIE, OWI transmitter in Europe.

The Navy's London setup included: Lt. Marvin F. Royston, formerly an NBC engineer, and Lt. James C. Shattuck, CBS. Lt. Comdr. Charles E. Dillon, of Public Relations, had worked with Lt. Royston in film recording tests under direction of Lt. Comdr. J. Harrison Hartley. By D-Day they were able to edit syllables out of a recorded pickup.

Praise for the Army's facilities were sent by network news chiefs to Maj. Gen. Alexander D. Surles, director, Bureau of Public Relations; Maj. Gen. Harry C. Ingles, Chief Signal Officer. Brig. Gen. Frank E. Stoner, Chief of Signal Corps, Army Communications Service.

By mid-June news was being transmitted direct from a mobile Press Wireless transmitter at the beachhead.

That summer the Navy was setting up its communications facilities for news of Pacific action. All broadcasts and messages had been clearing through Pearl Harbor. The day that the island of Guam was made secure, decision was reached to install radio facilities there—facilities vastly superior to any previous installations.

Transmitter Quonset with everything needed left Pearl Harbor Aug. 18 and was placed in operation Oct. 27.

Meanwhile a broadcast from a fleet unit in action led to installation of broadcasting studios and transmitters aboard the battleships *Iowa* and *Missouri*.

Similar installations later were ordered for three amphibious command ships, used in the Iwo Jima operation in February 1945. Nearly 300 broadcasts were handled in 20 days, one of the war's most intensive coverage feats. Three transmitters had been installed at Guam by that time.

Facilities Improved

Facilities were constantly improved and the American public owed to them, Central Pacific broadcasts as well as press stories and radiophoto transmissions of fleet, B-29 and Seventh Air Force activities. By the summer of 1945 many broadcasts originated from battleships within sight of the Japanese coast.

Many broadcasters were active in setting up and operating facilities, including Lt. Comdr. R. D. Thompson, formerly NBC San Francisco; Lt. Bruce W. Dennis, WGN Chicago; Lt. Robert O. Brooke, NBC Hollywood engineer; Lt. Shattuck; Lt. William A. Wood Jr., KPO San Francisco; Lt. Richard L. Linkroum, CBS Washington; Lt. (jg) A. R. Preston, *Washington Evening Star;* Lt. James T. Vandiveer, KFI Los Angeles; Lt. George J. Zachary, OWI and D'Arcy Adv. Co.; Lt. (jg) Paul C. Munroe, NBC and CBS; Lt. Hale S. Sparks, U. of Chi-

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World War II

(Continued from page 81)

cago radio staff; Lt. Colton G. Morris, NBC Boston. Lt. Royston was engineer in charge of planning and installation with Lt. Comdr. Hartley who until June 1, 1945, was officer in charge of Radio Section, Office of Public Information.

As American forces moved closer to Tokyo, Armed Forces Radio Service set up expeditionary stations. Among those taking active roles were Col. Tom Lewis, former Young & Rubicam, as head of AFRS; Maj. True Boardman, formerly in Los Angeles radio, who supervised many installations; Maj. Purnell Gould, WBAL Baltimore, in charge of Pacific AFRS network.

In late August, 1944, a portable transmitter accompanied Allied landings in Southern France. Among those taking part were Lt. Col. Frank E. Pellegrin, executive officer in charge; Lt. Carl Zimmerman, WEMP Milwaukee; Lt. Daniel Sutter, NBC.

Broadcasts from Southwest Pacific forward area in New Guinea began Sept. 15, 1944. GHQ radio officer was Lt. Col. Schechter, working with these ex-broadcasters: Capt. Donald G. Weiss, WRUF Gainesville, Fla.; Sgt. Walter P. Kelly, WAAT Jersey City; Sgt. Charles A. Mack, Zenith Radio; Cpl. Stanley Quinn, MBS; Cpl. William Merrick, *March of Time* writer.

When the Philippines were invaded Oct. 20, an Army Signal Corps radio ship was there to handle communications. From this ship Gen. MacArthur broadcast to Filipinos that he was returning. Japs had been kept in the dark about the invasion by transcribed broadcasts prepared by network correspondents who actually were en route to Leyte rather than at the New Guinea transmitter.

Again, in late October, Morrie Pierce effected a military coup, arranging capture of Radio Luxembourg intact. This powerful transmitter became a key factor in Allied operations in Europe. He left OWI in November.

All winter ABSIE systematically drove its propaganda messages into Nazi ears, paving the way for a breakdown in German morale, under direction of Phil Cohen. Radio Luxembourg was staffed by many radio men, including Lt. Col. Rosenbaum; Wendell Adams, formerly CBS; Ed Codel, formerly Atlantic Network.

On Feb. 7 Bert Silen made his famous remark: "As I was saying when I was so rudely interrupted over three years and a month ago. . . ." He spoke from Manila, liberated by MacArthur's forces. Also rescued was Don Bell, former NBC correspondent in Manila.

Rumors of imminent peace began to appear with frequency in early April, shortly after radio reporters had covered the Rhine crossings from airplanes. At the same time the industry was busy setting up facilities for complete coverage of the Security Conference scheduled to start April 25 in San Francisco.

All networks and over 50 stations sent crews to the Conference, which was reported and interpreted complete and expertly.

Tribute to Roosevelt

Death of President Roosevelt April 12 brought the entire industry into a four-day tribute during which a bereaved nation was informed of all phases of his life along with the story of last rites. Succeeding to the Presidency, Harry S. Truman twice turned to radio to explain his policies.

Through the weekend of May 4-7, American broadcasters were prepared for the final V-E announcement the morning of May 8 by President Truman. A program of pickups from military leaders all over the world was fed through the Pentagon, with broadcasts coordinated by Lt. Col. Francis H. Menagh, Signal Corps, and Maj. Albert Wharfield, Radio Branch overseas liaison officer. Lt. Comdr. Dillon, Lt. Col. Jack Harris, Col. Kirby and Col. Albert Warner, War Intelligence Division head and formerly CBS, took part.

Every phase of V-E Day, and subsequent developments, was handled as all the world listened. Censorship code provisions were quickly eased to permit request programs, ad lib interviews and foreign language programs.

V-E Day, with its record-breaking broadcasts, quickly found the industry turning attention to the next big war goal—V-J Day.

War Production Board removed restrictions on antennas June 4, and permitted construction up to $1,000. A new 200,000 w shortwave station at Delano, Cal., started beaming messages to Japan June 15. All-out reception was tendered Gen. Eisenhower, accompanied by Comdr. Butcher, June 8.

And then came the atom bomb and the announcement from Radio Tokyo that Japan would accept Potsdam terms. Official announcement came from the President Aug. 14 (details in this issue).

IT'S A MODEST PLACE, IS COVER BOTTOM (KY.)!

No kidding, it's a real Kentucky settlement, exceedingly modest in size as in name. Question is—is Cover Bottom *worth* covering, at extra cost? WAVE doesn't think so; our big aim in this State being the Louisville Trading Area, home of *more buying power* than the rest of Kentucky combined. Let us cover *that* for you (in our inimitable style!) and you'll get the best exposure in Kentucky.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NO PRIORITY

For Harco Radio MASTS & TOWERS

Revocation of Order M-126 permits manufacturing from surplus inventories. We have adequate surplus stocks to make...

IMMEDIATE SHIPMENTS

HARCO CO. INC.
ELIZABETH 4, NEW JERSEY

Catalog mailed on request

BOSTON'S EXCLUSIVE AMERICAN OUTLET

WCOP

A COWLES STATION
Represented nationally by the Katz Agency

The radio stations of the country have been face to face with a tremendous responsibility during the past war years. They are to be complimented on the service they performed. AP radio is glad to have been a part. Its coverage of World War II speaks for itself. But the task is not finished. Now another responsibility faces all of us in radio. News is constant.

This is no time to relax.

AP NEWS FOR RADIO

ACTIONS OF THE FCC

AUGUST 10 TO AUGUST 17 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

AUGUST 14

KXA Seattle—Granted request for additional time to 11-1-45 to make necessary application for operation at site which meets standards.

CONSTRUCTION PERMITS heretofore granted conditionally were ordered by Commission to be issued immediately to following applicants: KCMJ Palm Springs, Cal.; KGAK Gallup, N. M.; WCMA Corinth, Miss.; WDAD Indiana, Pa.; WING Dayton, O.; WJNC Jacksonville, N. C.; WMAJ State College, Pa.; WPIK Alexandria, Va.; WSPA Spartanburg, S. C.; WSTN Staunton, Va.

LICENSES for following stations were granted renewals by Commission for period ending 8-1-47: KVRS KFVS WCBM WKMO WEST WGBR WSAU WORD.

WDAK Columbus, Ga.—Granted license renewal for period ending 2-1-47.

WINN Louisville—Granted license renewal for period ending 8-1-46.

ADMINISTRATIVE BOARD ACTIONS

AUGUST 13

Lee Bros. Broadcasting Co., San Bernadino, Cal.—Placed in pending file application for new FM station.

Royal Miller Radio, Sacramento, Cal.—Same.

Reading Broadcasting Co., Reading, Pa.—Same.

Louis G. Biltmore, Wilkes-Barre, Pa.—Placed in pending file application for new commercial TV station.

National Broadcasting Co., Washington, Cleveland, Los Angeles and Chicago.—Retained in pending file applications for new commercial TV stations.

American Broadcasting Co., New York, Chicago, and Los Angeles—Same.

ACTIONS ON MOTIONS

AUGUST 15

KJR Seattle—Granted petition for continuance of hearing on application for vol. assgn. license; continued to 9-26-45.

KHQ KGA Spokane—Granted petition for continuance of hearing on applications for license renewal; continued to 9-19-45.

Calumet Broadcasting Corp., Hammond, Ind.—Granted motion for extension of time to file exception to proposed report re application for CP due 8-15-45; extended to 10-1-45.

Applications . . .

AUGUST 13

NEW-1400 kc Indian River Broadcasting Co., Fort Pierce, Fla.—CP new standard station 250 w unl.

NEW-1400 kc Freeport Broadcasting Co., Freeport, Ill.—CP new standard station 250 w unl.

NEW-49.1 mc KVWC Vernon, Tex.—CP new FM station, 4,727 sq. mi.

NEW-49.3 mc Hearst Publications, San Francisco—CP new FM station amended to request 49.3 mc, specify 24,566 sq. mi., change trans. site, specify studio site and type trans.

AUGUST 14

600 kc KSJB Jamestown, N. D.—CP increase 250 w D 100 w N to 5 kw DN, install DA-DN, move trans. and studio.

NEW-100 mc Hallicrafters Co., Chicago—CP new developmental station, 250 w, special emission for FM.

New-480-920 mc Raytheon Mfg. Co., Chicago—CP new experimental TV station, 5 kw peak, FM emission.

NEW-590 kc San Bernardino Broadcasting Co., San Bernardino, Cal.—CP new standard station, 1 kw unl., DA-DN.

NEW-43.7 mc WNOE New Orleans—CP new FM station, 14,800 sq. mi.

WHAM
"YOUR WESTERN NEW YORK SALESMAN"
ROCHESTER, N. Y.
NBC
50,000 WATT
CLEAR CHANNEL
1180 ON DIAL
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

MBS FOLLOWS THEME FOR DAY OF PRAYER

MUTUAL network used the Thanksgiving prayer themes Sunday (Aug. 19), the day set aside by the President as a day of prayer, on its first seven regularly scheduled religious programs.

Mutual did not cancel commercials on that day, however, it was suggested to three sponsors that scripts include prayers. Shows are *Steel Horizons*, 9-9:30 p.m., sponsored by Allegheny Ludlum Steel Co.; *Your America*, 4-4:30 p.m., sponsored by Union Pacific and *Sweetheart Time*, 1:30-2 p.m., sponsored by Gum Labs.

The network has no definite plans for official V-J Day. Program schedule is slated to go on as usual, according to Phillips Carlin, vice-president in charge of programs.

GROUP of taxi drivers in Washington, D. C., have pooled to print song request postcard for use in connection with special portion of all-night "Hotel Musicale" on WWDC Washington, conducted by Jack Ridge. Early morning portion of show is called "Cabbies Caravan."

THIRTY members of the New York U. radio workshop class conducted by Robert Landry, CBS director of program writing, toured studios of WCBW, CBS video station, Aug. 9. Gilbert Seldes, WCBW program manager, addressed class on television and its problems.

Letter to the Editor

Editor, BROADCASTING:

I have been increasingly concerned at the blame being attached to press associations and to newspapers generally for erroneous or premature flashes—a bad name growing from errors in operation but made widespread through the dissemination of our product by radio.

A solution occurs to me to prevent such public embarrassment in the future, and because I have worked for all three press associations in the past 18 years, I want to send the suggestion to each:

1. Let the processed wires serving radio carry no flash.
2. Let the National Assn. of Broadcasters agree that no flash from a press association wire shall be broadcast.
3. Let this stipulation be written into future contracts.
4. Let broadcasters call a short bulletin lacking details a flash if they deem it warranted.

The flash was designed as a stop-press notice to editors; no newspaper prints a flash; it has been normal practice for the bulletin substitute for flash to follow the flash as quickly as it can be written.

The processed wires for radio could give the same advance notice by breaking on a flash, writing "bulletin" and then waiting for the bulletin.

Such procedure would prevent the error of Sunday night, Aug. 12, when a hoax flash was broadcast. It would also prevent the premature Pacific Coast broadcast in April of the flash the Germans had "quit" when the bulletin showed Eisenhow said the Germans were "licked". It might even prevent a case such as June 3, 1944, when flash matter on the invasion of Europe came slugged bulletin from test tape.

THEODORE B. GOETZ
News Editor
Westchester County
Publishers Inc.
White Plains, N. Y.

Aug. 13

Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest They are getting results — and How!
Joe
CBS
KROD
600·KC
EL PASO, TEXAS

War Jobs

(Continued from page 15)

President Truman had given the official announcement.

Weary from 24-hour watches dating from early Friday, Aug. 10, when Domei broadcast that Japan was accepting the surrender terms, networks and the nation's 900-odd stations nevertheless were prepared for that moment when word became official. Even though radio had taken off the edge of the formal announcement (Japan having broadcast earlier that the Potsdam terms had been accepted), when the word finally came, after traveling through diplomatic channels almost around the world, radio's job was just beginning.

Through Tuesday evening and well into the morning the networks did pickups from virtually every point of the globe. Prayers of thanksgiving were recited by clergymen of all faiths. Celebrants in all parts of the country voiced their feelings via radio.

In Washington all networks and independent stations had microphones and mobile units at the White House, the hub of celebration, and the downtown business district. From New York's Times Square, Chicago's Loop, San Francisco's Market Street, Cleveland's Public Square and from many places came the voices of a joyous people. Announcers and special events men fought crowds, attempted to do a job.

Few Errors

Nobody seemed to mind the few errors that crept into radio's coverage of the celebration. Everybody had one thing in mind—the war had ended. They had heard on the air.

Each of the four major networks had made careful preparations Tuesday for the expected news after Secretary of State Brynes, upon leaving the White House in early afternoon, predicted there'd be some news before the day was over. Then it was learned that President Truman had the official text of the Jap surrender, presented to Secretary Byrnes by the Swiss legation.

At the White House the networks had correspondents. Mutual, CBS and American broke the news from their respective New York studios. NBC gave it from its Washington studios.

Mutual apparently was first by a margin of from 52 seconds to more than a minute over the other three major nets. Only three seconds after President Truman made the announcement, Tom Slater, the network's special events chief, read the brief statement from a New York improvised studio which Mutual had used during the hectic 5-day period following the first surrender alert on Friday, Aug. 10.

Second with the news, appeared to be CBS. Bob Trout read the bulletin which was phoned by special wire from the White House at 7:00:55 p.m.

Fraser Used INS

Lowell Thomas had just concluded his 6:45 p.m. newscast on NBC and the originating point was switched to Washington, where Morgan Beatty was standing by, connected with the White House newsroom. Ralph Howard Peterson, NBC White House reporter and former war correspondent, gave the news to Beatty, who repeated it on the microphone. This was at 7:01:05.

Gordon Fraser, veteran war correspondent of American, read the surrender announcement at 7:01:10, using the INS bulletin as his source. A few seconds later David Wills was on the air in Washington, describing the White House scene and giving further news on the surrender.

All the top network commentators and newscasters were on the job, many of them in Washington; others in New York and on the West Coast.

To attempt to give individual credit to the networks for their outstanding job of reporting would be difficult. Likewise an entire issue of BROADCASTING would be required to chronicle the top coverage job of the country's independents. Network affiliates as well as non-affiliates had laid plans for the greatest moment in American history—the end of the world's worst conflict. And they carried out those plans, adding many impromptu broadcasts.

Radio experienced its busiest week in its history, what with surrender in the air and false reports emanating from unknown sources, causing a premature celebration Sunday night, Aug. 12.

First definite word that the Japanese would surrender came from Radio Tokyo shortly after 7:30 a.m., EWT, Aug. 10, with a Domei dispatch saying the Japanese had accepted surrender terms [BROADCASTING, Aug. 13]. Then came two days of anxious waiting, with President Truman at the White House from early morning until late night. Radio correspondents remained on the job, even after the President had retired. The networks and most stations remained on 24-hour daily schedules.

Then at 9:34 p.m. Sunday, Aug. 12, the routine clack of news teletype machines was broken by flash bells. UP carried a flash with a Washington dateline stating the Japs had surrendered. Network newsmen went through a fast routine of getting the news on the air—and promptly retracting it as soon as the UP kill came at 9:36.

Both the FCC and FBI were investigating, after UP officials had sought their aid. UP Washington headquarters said the flash originated elsewhere, although it carried a Washington dateline. UP posted a $5,000 reward for arrest and conviction of the culprit. AP also announced it would offer a reward. So did American.

But that didn't undo what the false flash had done. NBC interrupted the Bayer program, *American Album of Familiar Music*. CBS broadcast the flash during the James Melton show. Before either network left the air, the kill had come in and commentators broadcast it. But a premature celebration had been set off. Whistles blew and the people started a wild orgy before word that the announcement was a phoney got around.

Then came Tuesday, Aug. 14. At 1:50 a.m. Radio Tokyo broadcast this message: "14/8 flash flash Domei has learned of imperial acceptance of Potsdam declaration."

At 1:50:48 CBS broadcast the bulletin. A few seconds later Mutual put it on the air. So did American and NBC. When Americans awakened they heard details by radio, but there was no formal announcement from the White House.

Swiss Message

Then came word that the Japanese had transmitted a lengthy message to the Swiss Government, presumably the surrender acceptance. Louis Aiken, WINX Washington newscaster, in early afternoon, announced on the air that the Swiss legation in Washington told WINX newsmen that the surrender message had not been received at 7 a.m., as earlier reported.

Later the White House disclosed that the message Japan had sent to Switzerland was not the acceptance and the surrender watch continued, radio keeping the people informed of developments as they occurred.

About 5:30 p.m. radio learned that the Japanese note had been delivered by the Swiss Government to the State Dept. Although regular schedules were maintained, networks broke in frequently with brief bulletins. Then came word that President Truman had called a news conference for 7 p.m.

What happened is history. The lid was off. Radio did its job. Even while the nation took a double holiday last week, proclaimed by President Truman, broadcasters were looking into the future.

War news will be no more, but there'll be peace developments and radio already has laid plans to bring to the American people the results of the peace conferences.

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

BALTIMORES
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

Figures Don't Lie in Mississippi

Taxable sales increased 93.33 per cent from 1940 to 1944 in Mississippi! A comparison of actual figures shows that taxable sales amounted to only $651,168,456.00 in 1940—but jumped to $1,258,901,781.40 in 1944. Mississippians are buying as never before!

From 1940 to 1944—

Retail Food Sales jumped 129.29 per cent,

Apparel Sales jumped 183.37 per cent,

Lumber & Building Material Sales jumped 125.02 per cent.*

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently, covers this growing, buying market.

** State Tax Commission.*

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS
WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

BBC

(Continued from page 18)

ice. Now there are two services in the United Kingdom but there will be three when new highbrow system starts. All stations use landline relays leased from Postoffice department. In addition to standard band Europe uses band from 160 to 280 kc with high power. Power up to 100,000 w is used with up to 150,000 w on medium wave. United Kingdom has 10 clear channels for its geographically small area and plans to keep them clear. Prewar radio Normandie, commercial, used 60,000 w and prewar Luxembourg 150,000 w. Both are expected back as American-type commercial stations, leased to concessionaires. Several commercial stations are expected in the Irish Free State to serve the United Kingdom and Continent.

BBC hasn't experienced trouble with political broadcasting, said Mr. Haley in replying to Morris Novik, New York City-owned WNYC. Charter simply specifies BBC must be impartial. In last bitter campaign which swept Attlee into office blocks of 24 periods of 20 minutes each were given to major political parties to use as they saw fit after 9 o'clock news. Miscellaneous parties having 20 candidates were given 10 minutes once each after 6 o'clock news. Even though no control and no advance script scrutiny exist, BBC had no trouble.

Newspapers feel BBC is competitive but relations are improving though not yet is there as much tolerance as in America.

BBC's overseas shortwave service, greatly expanded during war, will never shrink to prewar proportions, Haley predicted.

There is no labor problem at BBC. It has a staff association not affiliated with any other union. Musicians are not staff members and there's nothing approaching Petrillo antics.

Interview with Haley and executives was preceded by tour of BBC operations, many of which were badly damaged by German blitz in 1940 and by buzzbombs. For six years most operations were from underground studios. Many employes were killed.

Technical operations of BBC was most impressive. Little in program line was shown. Technical innovations include ingenious new instantaneous recording equipment developed by staff with 50 to 10,000-cycle range said by our technically informed group to be far ahead of anything we have. It was impossible to recognize difference in quality of broadcast and transcribed signal recorded on zinc base blank as we watched.

Much equipment in use is about 10 years behind. But timing is watched closely and each program monitored by continuity writer and boy who keeps second by second log.

New control panel planned postwar has very large knobs with black and white plastic discs behind them registering volume mixture.

One new light program is *Robinson Family*, successor to *Front Line Family* on for four years. It's our soap opera format with British accent.

News is BBC's forte. Newsroom of about 50 works in three shifts. All news is rewritten. It is dictated by rewrite men to girls at typewriter to get impact of spoken as against written word. News is not credited to source.

Party went to Caversham, 50 miles from London, where BBC operates extensive monitoring service of 900 people. Service monitors all foreign broadcasts recording 1,000,000 words daily digested into 150,000 and sent to heads of government agencies. FCC has group of 20 at Caversham headed by Fred Brace. British reports are redigested and sent to FCC, Washington, where FBIS uses them for U. S. confidential report.

Our FBIS operation is carbon copy of British down to style and type of report. Caversham is community in itself billeting some 450 of its employes there, with other half living in quaint village. Hospital nursery and canteens are maintained on manor house premises.

Back in London the group visited Bush House where European services are maintained. At war peak BBC broadcast 50 hours per day over three networks short, medium and longwave. Now it broadcasts 34 hours over four networks in each 24 hours. Broadcasts are in 23 languages in the overseas service.

The inspection concluded with the news conference and banquet attended by top BBC executives at Claridges Hotel.

CELEBRATING his 20th year as meteorologist for WEEI Boston is E. B. Rideout—and his broadcasts all 20 years, except during recent military blackout, have been sponsored. During entire period Mr. Rideout has maintained his own weather laboratory on top (14th) floor of WEEI studio building.

KLS Change

PRELIMINARY to its affiliation with the Associated Broadcasting Corp. Sept. 16, call letters of KLS Berkeley will be changed on Sept. 10 to KWBR, according to F. Wellington Morse, manager. He added that the station would make a clean break from the past, tossing out foreign language and religious programs and adjusting its schedule to the new chain policy. Similarly, Jerry Akers, manager of KSAN San Francisco, which likewise joins the web, announced a policy of accepting each new chain offerings as suit local program tastes and conform to station requirements.

Jett on CBS

E. K. JETT, FCC commissioner, yesterday started a new series of intermission commentaries during the Sunday afternoon CBS symphony broadcasts, with postwar communications as the overall subject. Commissioner Jett's inaugural talk was on "Frequency Modulation". Subsequent speakers will include Paul A. Porter, FCC chairman; Dr. Peter C. Goldmark, director of CBS engineering research and development department; Worthington Miner, manager, CBS video department.

Toal Appointed

E. P. TOAL has been appointed sales manager of standard radio receivers in receiver division, electronics department, General Electric Co., it has been announced by Paul L. Chamberlain, division sales manager.

HOTEL
ROOSEVELT
Dean Carpenter, General Manager
MADISON AVENUE AT 45th STREET, NEW YORK

CONVENIENCE in New York . . .

is the word for The Roosevelt! Just a step from Grand Central and Airlines Terminals—and mid-town Manhattan's finest shopping, business and recreational areas. Typically Hilton—in service and hospitality. Rooms with Bath from $4.50.

Other Hilton Hotels from Coast to Coast. Chicago: The Stevens, Dayton: The Dayton-Biltmore, Los Angeles: The Town House. C. N. Hilton, President.

HOTELS FROM COAST TO COAST
HILTON

Direct Entrance to Grand Central Terminal

Highlights

(Continued from page 17)

ference to a piano tuner at WOR New York. At 5:45 a.m. Tuesday, a little man with a little black bag strode into Studio 8, focal point for remote broadcasts from Chinatown and Times Square and began ping-panging at the piano. Announcers, engineers, commentators and producers pounced on him. He couldn't tune that piano—broadcasts were in the making. He paid no heed and three hours later completed his task.

* * *

PREMIER Mackenzie King of Canada addressed the Canadian people over CBC on the "victory" shortly after the false surrender flash Aug. 12. The brief talk had been recorded earlier to be used when official word of the surrender came. CBC newscasters in Ottawa, seeing the flash on UP and BUP wires, immediately put on the recording. Explanations and apologies followed.

* * *

AMERICAN Broadcasting Co. joined UP and AP in offering a reward for apprehension and conviction of the person who sent the false surrender flash over UP wires Aug. 12. Chester J. LaRoche, American vice-chairman, said the network will be "pleased to contribute a substantial amount" but he didn't name a figure. UP has offered $5,000; AP contributed too.

* * *

BJORN BJORNSON, NBC's correspondent in Stockholm, broadcast the first American interview with a Jap diplomat since the war's start. He talked with Japan's ambassador to Sweden on Aug. 11 and reported the interview on NBC at 4:55 p.m.

* * *

JOHN McTIGUE, American special events director, was so tired Tuesday afternoon after being on the job since the previous Friday, that when word came the White House would have an important announcement at what John understood to be 11 o'clock, he went home for a few hours' sleep. When he awakened at 10 p.m., heard the celebration and investigated, he learned the time of the announcement was 7 o'clock. He had slept through it all.

* * *

LOU AIKEN, newscaster of WINX Washington, hung a record of some kind via a pay telephone. For one nickel he talked for more than an hour from a phone in the foyer off the White House Oval Room. News Editor Bill Gold spotted the phone booth, about 30 feet nearer the Oval Room than the White House newsroom. Shortly before 6 p.m. Tuesday, Aiken put in his nickel, dialed the *Washington Post*, headquarters of the WINX newsroom, and from then until President Truman released the news, he recited everything from Shakespeare to limericks to Denis Sartain. Gold was in the first contingent to leave the news conference. He flashed WINX studios while Jack Shoemaker of his staff ran to the sidewalk, where lines were installed at the West Gate. When Sartain had completed the first bulletin, Shoemaker gave an eye-witness description of the conference and Aiken read the texts of the Allied demand and Jap acceptance. Jerry Strong and Dick McNamara, WINX staffers, were ready to take over with outside color, having milled with the crowds. WINX has no network affiliation, has stressed news under guidance of Mr. Gold, former news chief of WCPO Cincinnnati.

* * *

KLZ Denver did a reverse on the celebration, took a group of entertainers to Buckley Field and put on a show for men restricted to field. Also interviewed men inducted on surrender day. Statewide organization of news correspondents, set up months ago by Manager Hugh Terry, kept copy pouring into KLZ studios.

* * *

WOWO Fort Wayne not only broadcast news of surrender but provided printed bulletins. With no newspaper publishing, station issued special bulletin sheet, including program logs and publicity about station personalities, a victory message from the mayor and President Truman's statement. NBC asked sponsors to revamp programs on V-J Day, eliminating all sales talks and making copy conform to spirit of occasion. Sponsors whose copy was not adaptable to V-J Day mood were offered substitute programs, specially created, or they could cancel entirely. Network had two special V-J Day hour-long programs on tap.

* * *

INGENUITY of Jack R. Reed, head of Yankee News Bureau, Washington, serving WWDC, local outlet, gave that capital city station tip on surrender. Jack attended President's news conference at 7, dashed from room shouting "One"! Ela Nawrocki of Yankee staff, stationed at open telephone in newsroom shouted "One" on phone to Doris Zalkin at other end in WWDC studios. Doris repeated "One" and Norman Reed, on the air, told listeners: "Japan has accepted the Potsdam surrender terms."

"WFDF Flint says many of the boys haven't seen a white girl in months."

ETO

(Continued from page 18)

Manchester Guardian, was host. Col. Kirby did not attend, presumably because BBC preferred it that way. Col. Kirby, while on previous ETO duty as SHAEF radio officer on Gen. Eisenhower's staff, experienced difficulties in coordinating army radio through BBC. Relationship evidently remained sufficiently strained to cause BBC to eschew invitation.

Tuesday mission visited Eighth Air Force and RAF at High Wycombe, inspecting aviation groups which ripped Germany apart. Wednesday the group took a bomb damage tour of London, interviewed the new British Minister of Information and Tom Blaisdell, economic adviser, American Embassy. Day concluded with cocktail party by London bureaus of the four American networks, also attended by British press.

Fly to Paris

Thursday morning the mission flew to Paris, to arrive at lunchtime for second leg. Billeted in the Hotel Raphael.

Tentative schedule of balance of trip so far arranged: Aug. 16, appointment with Gen. John M. Soustelle, French Minister Information.

Aug. 18, visit Radiodiffusion Francaise. Luncheon guests of M. Guingnebert, director. Cocktail party, guests Ambassador Caffery.

Aug. 19, rest day in Paris.

Aug. 20, Paris to Rheims, scene of German surrender. Lunch, Brig. Gen. Royal B. Lord, commanding, theater service forces, briefing on redeployment.

Aug. 17, visit American forces network studios of Lt. Col. John S. Hayes, formerly of WOR, giving story of operation. Luncheon, Brigadier General Thompson, Chief, Information and Education, briefing operations Europe. Dinner, guests of General Lord, commanding, assembly area. Visit area command on redeployment. USO show open air theater.

Aug. 21, Rheims to Le Havre, view staging area and embarkation operations. Return to Paris.

Aug. 22, Paris to Luxembourg, presumably meet Col. William S. Paley, CBS president, assistant chief psychological warfare, Eisenhower's staff. Also Lt. Col. Samuel R. Rosenbaum, director Radio Luxembourg, former president WFIL.

Aug. 23, auto tour Ardennes battlefields. Return to Luxembourg.

Aug. 24, Luxembourg to Hamburg. En route bomb damage assessment arranged by USTAF.

Aug. 25, Hamburg to Berlin. Conference Gen. Lucius Clay and USGCC officials.

Aug. 26, interviews with commander, American zone, and tour of Berlin.

Aug. 27, Berlin to Salzburg. Journey Berchtesgaden, visit Eagles Nest. Boat trip to Konigsee. Return Salzburg.

Aug. 28, Salzburg to Frankfurt. Planned interview General Eisenhower. Meeting General Adcock, members of G5, examination military government.

Aug. 29, continuation G5 inspection. Luncheon General McClure, information control division, inspection of activities.

Aug. 30, Frankfurt to Paris.

Aug. 31, Paris to Nice. Tour Riviera rest area, briefing on activities.

Sept. 1, visits to Edes Roc, Cannes, other points.

Sept. 2, Nice to Biarritz, inspect school center.

Sept. 3, Biarritz, to Paris and thence to America, probably via southern route to Azores and Bermuda.

Kelly Woolpert

S1/c KELLY WOOLPERT, USCG, former night news editor of KHJ Hollywood, was drowned while canoeing in Ward Lake, near Ketchikan, Alaska, according to information received. He joined the service three years ago.

WHO
is "Listened-To Most" in 79 of Iowa's 99 Counties!
(in 80 counties, nighttime)
50,000 Watts • Des Moines
Free & Peters, Representatives

SEATTLE
TACOMA
The PACIFIC NORTHWEST means
KIRO
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

KXOK
630 KC.
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer wanted by southern 50 kw station. Salary and talent. Excellent opportunity for good man. Box 925, BROADCASTING.

Salesman—Basic network station in midwest major market has opening for experienced salesman (young man preferred) who wishes to establish himself permanently where his ability will mean worthwhile income, pleasant surroundings and one of the finest opportunities for the future offered anywhere. Write fully (in confidence) giving age, marital and draft status, experience and salary requirements to Box 966, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network station. Unusual opportunity for alert, aggressive, experienced radio man to become permanently connected with an organization operating a group of stations. Please outline complete details in first letter. Reply to Box 981, BROADCASTING.

Unusual opportunity—The man we are looking for is a thoroughly experienced radio man with good program background, able to train and direct personnel, to take over virtual management of independent network affiliated station, midwest town of 30,000 population. Good proposition for right man. Apply care of Box 985, BROADCASTING.

Wanted—Licensed engineer for 250 watt CBS outlet in midwest. Write Box 986, BROADCASTING.

Indiana local needs experienced announcer-engineer. Send qualifications airmail to Box 987, BROADCASTING.

Announcer—Capable becoming program director. Sober, capable, cooperative. New York network local. Details first letter. Box 989, BROADCASTING.

Radio program salesman. Travel middlewest; drawing account and commission. Box 991, BROADCASTING.

New England announcer—Permanent position doing news, record and variety shows with 5 kw CBS affiliate. Must be experienced and stay for one year. Preferably a veteran and a man interested in becoming a part of the staff and community. Also must be successful in present work. Write Box 992, BROADCASTING.

Wanted—First class transmitter operator for Wisconsin Network station. No announcing. This is not a duration job. Experience unnecessary. Box 9, BROADCASTING.

Salesman: Must be a live-wire, capable of contacting merchants, writing spots, developing some programs . . . must like to sell . . . local station, Blue outlet, college graduate who can qualify quickly for advancement, pays $45 per week at start, $5 car allowance, and all gasoline and oil expense. Must have car . . . write full details . . . East coast station. Box 10, BROADCASTING.

Newscaster wanted—50 kw midwest station. Prefer man who has good knowledge of preparation of news as well as necessary voice. Attractive proposition for right man. Send full details in perfect confidence. Box 20, BROADCASTING.

Announcer—250 watt ABC station in neighborly western New York, city of 25,000 has opening for competent staff announcer. Will consider inexperienced applicants if abilities warrant. Desirable living accommodations available. Ideal community for children. Send details education, experience and expected earnings to Box 24, BROADCASTING.

Announcer—We want an announcer, who has the capacity for advancement. We'll pay him a beginning salary of $50.00 weekly, with opportunity for talent extra. He's the kind of man who is ready to settle down and make himself increasingly valuable to his station and to the life of a region. We're an NBC 5 kw regional in the southeast. Write us about yourself. Box 25, BROADCASTING.

Help Wanted (Cont'd)

Production manager for independent New York station. Opportunity for man with sound ideas and previous experience. Give full details past experience and salary rquirements. Your application confidential. Box 35, BROADCASTING.

Wanted—Experienced radio salesman for NBC affiliate station in western state. Opportunity to make $5,000.00 per year and up. Send photo and references with first letter. Box 36, BROADCASTING.

Wanted—Southern 5 kw regional wants one good reliable first phone man. Not exactly a gold mine but a secure future. No floaters please. Box 37, BROADCASTING.

Salesman—Not to just sell time but to sell radio advertising at network station, Rocky Mountain area, not a defense center. Box 42, BROADCASTING.

Chief engineer—250 watt WE equip. Start $55.00 weekly. Meat aplenty; no war crowds. C. H. Frey, WLOG, Logan, W. Va.

First class engineer or second class. 1000 watt progressive station with definite postwar plans. Low cost community. Attractive hours and wages. Wire or call KFNF, Shenandoah, Iowa.

Announcer with news writing background. Write C. L. Eanes, Chester Times, Chester, Penna.

Veterans: Experienced in news? Special events? MC? Maybe we can use you. Send ET and details. WDRC—WDRC-FM, Hartford 4, Connecticut.

Wanted: A top-notch local salesman for WRAL. Wire or call Fred Fletcher, 6411, Raleigh, N. C.

Need a man with first class license who can announce. MES affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

Need news man for rewrite and mike work immediately. Send transcription to Dow Mooney, WKY Radiophone Company, Oklahoma City, Okla.

Situations Wanted

Radio engineer—Twelve years experience in broadcasting. Experience includes FM and directional antennas. Desires a connection with a broadcast station. Box 996, BROADCASTING.

Chief announcer-production man—Veteran, WW2, married, six years experience, wants program directorship small station. Will go anywhere. Permanent position only. Box 2, BROADCASTING.

Producer-writer—50 kilowatt experience, wide musical and dramatic background, seeks programming or production position in station interested in quality local commercial and public service programs. Box 11, BROADCASTING.

Engineer—Experience, studios, transmitters, recording, net stations. Box 14, BROADCASTING.

Station manager, now employed, ten years experience in all phases of broadcasting, with outstanding record of sales and management. Family man, college graduate, steady, sober and aggressive. Best of references. Desires change. Box 16, BROADCASTING.

Writer—Young woman, has five years business and promotional background. Can write commercials that sell, any type musical show. Has excellent 'mike' voice, can do announcing. Would like connection with small progressive station. Box 22, BROADCASTING.

Staff announcer—Available immediately for some suitable southern station. Box 23, BROADCASTING.

Announcer-assistant director 4 years. Network research 1 year. Box 26, BROADCASTING.

Situations Wanted (Cont'd)

Engineer with sixteen years experience as operator and chief engineer, four years Army service desires permanent position with good progressive station. Box 30, BROADCASTING.

Announcer, college educated, network trained, experienced. Honorable discharge. No wartime position. Experienced program director. Young, single. Network references. Box 33, BROADCASTING.

Engineer—First class phone, 3 years broadcast, 4F. Desire permanent position as chief engineer 250 watt station. Box 34, BROADCASTING.

Man age 42, wants position in radio. Good voice, fair education. Recognized leader of men. Studying with experienced announcer. Go anywhere in U. S. No floater. References. Box 38, BROADCASTING.

Two engineers holding first and third tickets experienced in announcing copy writing transmitter, studio, remote recording, etc., desire permanent positions with midwest or western outfit. Please state salary and particulars in first letter. Box 40, BROADCASTING.

Copywriter capable of producing, selling spots and continuity. Box 41, BROADCASTING.

Operator, 12 years experience on construction, maintenance and operation of broadcast stations. Go anywhere, prefer transmitter. Must be permanent and good salary. P. O. Box 515, Manchester, N. H.

D-J Day disc jockey Dillner delivering. Announcer. Newscaster, emcee, etc. "BD to MC. any spree" 3 years experience. 4Fer yours, Bill Dillner, 3748 Sheffield Ave., Chicago 13.

Wanted to Buy

Wanted to buy—Radio station up to 1000 watts. Write giving complete details all answers will be treated with confidence. Box 31, BROADCASTING.

Wanted—One RCA 33-A Jack strip. WSPA, Spartanburg, S. C.

For Sale

For sale—Western Electric 353 E-1 1 kw broadcast transmitter with two sets of new tubes, spare oscillator, miscellaneous spare transformers, retards and condensers. Also, Western Electric 110A volume limiting amplifier, Washington Institute of Technology Phasemeter, various parts for phasing equipment including 9 RF ammeters. Box 907, BROADCASTING.

One, Transciever Laboratories Inc. Type Pt-19M Pack Transmitter. One Model 32G. Collins Transmitter, One Onan Type 10L, 1000 Watt Power Plant. Box 27, BROADCASTING.

Broadcast transmitters available—(2) New 250 watt Model K-250 at $3,000 each; (1) New 250 watt Composite at $3,000; (2) New 100 watt Model K-1000 at $6425 each; (1) Reconditioned 500 watt Western Electric $5000; (1) Reconditioned 1000 watt De Forest-Sylvania at $5,500 each. Filing data available. Terms 50% with order, balance at time of shipment. Transference subject to any Government regulations. Kluge Electronics Company, 1031 North Alvarado Street, Los Angeles 26, California. Telephone Exposition 1742.

Miscellaneous Wanted

Managing executive with thorough radio experience will invest capital and capable services in local station or will buy outright. Box 28, BROADCASTING.

Announcer's, writer's emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

Radio Actors, Announcers

INSIDE INFORMATION

Subscribe NOW TO

Leo Shulls **"RADIO CUES"**

10c A COPY $2.50—4 MOS.
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"Radio Cues" for Radio News!

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128 W. 48th N. Y. C. 19, N. Y.

SUCCESSFUL STATION MANAGER AVAILABLE

Former station owner and operator in metropolitan market, with a most successful background, is available immediately for a going station or one that is being built.

He has an excellent record of sound, constructive and profit-making management. In addition to radio he has 15 years of executive experience in advertising with major newspapers.

He can furnish the finest references as to ability and character. All correspondence held in strict confidence.

Box 990, BROADCASTING

Good Opportunity For

Commercial Announcer

IN PACIFIC NORTHWEST

KIRO, 50Kw. CBS outlet in Seattle, is planning to add to its staff of announcers. Good opportunity for advancement. One year's experience in commercial radio broadcasting necessary. Send complete details in first letter for confidential consideration. Address Bruce Calhoun.

KIRO

Seattle 1, Wash.

WANTED

Broadcast Engineers

● Here is a chance to get in on the ground floor of a postwar expansion program in a field where your past experience will count most. Openings for engineers having experience with broadcast equipment in design, development, or construction of audio, FM and AM transmitters and all associated equipment. Write to Personnel Manager

FEDERAL TELEPHONE & RADIO CORPORATION

39 Central Avenue
E. Newark, N. J.

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

XUM

Knowlson Heads Surplus

JAMES S. KNOWLSON, president of Stewart Warner Corp., Chicago, and central field commissioner at Paris of the Army-Navy Liquidation Commission, will direct surplus war property disposal in Europe. The Commission announced that supervision of disposal will be from the French capital.

Peak Sales Predicted

NATIONAL retail radio sales in the first full year of unlimited manufacture will reach an all-time peak of approximately 15 million sets representing a retail value of $600,000,000, according to an estimate by Leonard C. Truesdell, sales manager for radio and television with Bendix Aviation Corp.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
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District 1640

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

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Robert L. Kaufman
Organization
Technical Maintenance, Construction
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Munsey Bldg. Washington 4, D. C.
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One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
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Myron E. Kluge EXposition 1742

BUY
WAR BONDS

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

YOU HAVE "A DATE WITH MUSIC"
the sparkling new transcribed ¼ hour musical series starring
PHIL BRITO
the golden voiced song-sation of radio
For costs and audition records write or wire
CHARLES MICHELSON
67 West 44th Street, New York 18 MUrray Hill 2-3376 — 5168

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JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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710 14th St. N.W. ME. 4477
Washington, D. C.

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

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Radio Engineering Consultant.
Frequency Monitoring
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- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
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RING & CLARK
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WASHINGTON, D. C.
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ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

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CONSULTING RADIO ENGINEERS
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MAY, BOND & ROTHROCK
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1319 F STREET N. W. DISTRICT 4127

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1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

At Deadline...

BUY COMBINATION AM-FM SETS, JETT URGES

COMMISSIONER E. K. Jett of FCC started FM on its peacetime way on CBS Sunday by urging listeners to buy combination sets tuning both AM and FM. If present AM receivers are in good condition, owners should buy FM adapters, he said. (See story page 86.)

FM growth depends on how rapidly listeners accept "new method of program transmission," he said. For FM he predicted: it will replace local and regional AM stations, with high-power clear-channel AM outlets "retained through the years" for rural coverage; 500 stations within two or three years; wider service areas than AM; freedom of interference from other stations on same or adjacent channels.

"The vast possibilities of FM broadcasting offer a clear challenge to American broadcasters and American listeners," said Mr. Jett. He lauded Maj. E. H. Armstrong, FM inventor, and engineers who have developed the art during the war. Mr. Jett spoke during CBS symphony program, 3-4:30 p.m., in first of series of intermission talks on "Radio of the Future".

CLINE, COX AT WFD

TWO broadcasters last week took jobs at Treasury's War Finance Division. They are William R. Cline, of WLS Chicago, who returns to Treasury as WFD agriculture consultant, and H. Quenton Cox, of KGW Portland, Ore., who becomes $1-a-year specialist in WFD Radio Section. Both will remain through Victory Loan drive, and until end of year.

NBC EXTENDS NIELSEN

A. C. NIELSEN Co. contract for delivery of Nielsen Radio Index service to NBC has been extended two years, following similar extension of CBS contract. Increase in type and scope of data will be available to both clients, made possible in part by current Coast-to-Coast expansion of coverage.

Closed Circuit

(Continued from page 4)

managed to get MBS on the air first (at 7:03) with President Truman's announcement of the Japanese surrender. How it was done, he isn't saying. But about doing it, his comment is: "So what? How many networks can you listen to at the same time?" (See Editorial, page 48).

CLOSED CIRCUIT last week reported that William Hillman of Mutual represented the four networks at the Potsdam conference. It was Morgan Beatty of NBC. Sorry.

WESTINGHOUSE Mfg. Corp. must file an amended application for its Stratovision experiment [BROADCASTING, Aug. 6, 13]. When original application reached FCC Aug. 9, day of public announcement of new airplane transmitter proposal, it was so skeletonized nobody at Commission could dope it out. New application, to be filed shortly, will ask for 48.7 and 104.1 mc channels for developmental portable mobile station, using 1 kw maximum power and AO, A3, A4 and A5 emission to carry out research program and new methods of broadcasting covering all phases.

CBS TO INSTALL COLOR TELEVISION TRANSMITTER

ULTRA-HIGH frequency television transmitter which Federal Telephone & Radio Corp. is constructing for CBS will be installed in December in observation area of 71st floor of Chrsyler Tower, New York.

Peter C. Goldmark, CBS director of engineering research and development, said Friday new transmitter will broadcast high-definition color pictures on 485 mc. Coaxial cable carrying signal will connect transmitter to CBS video labs at 485 Madison Ave., a dozen blocks away, via CBS television studios in Grand Central Terminal across the street from the transmitter. Special antenna developed by CBS will be installed.

SEVERAL WARTIME ORDERS ARE REVOKED BY FCC

FIRST STEP towards peacetime reconversion in the communications field was taken Friday when the Board of War Communications revoked 21 of 30 regulatory orders, in effect during the war (see editorial, page 48). Two revocations affect broadcasting; one action affects amateurs and the others common carriers.

Order 13, adopted July 10, 1942, authorizing a survey by questionnaire with respect to transmitting tubes of broadcast stations, was revoked. So was a BWC order forbidding other than authorized persons to visit transmitting plants and stations. Such visits now are left to discretion of owners.

BWC advised FCC it had no objections to revival of amateur operation in 112-115.5 mc band for 90 days. FCC action will be necessary, however, before amateurs can resume. After 90 days Commission will consider amateur use of 144-148 mc band in lieu of 112-115 mc.

Telegraph companies may restore messenger errand service, sell travelers checks, handle express packages and accept greeting messages, all barred under Order 25, which was revoked.

BWC members: FCC Chairman Paul A. Porter, chairman; Maj. Gen. Harry C. Ingles, Chief Signal Officer, USA; Rear Adm. Joseph R. Redman, director, Naval Communications; William L. Clayton, Assistant Secretary of State in charge of Transportation and Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of Treasury Enforcement Activities.

SCOOPED HIMSELF

INTERVIEW on radar with Lt. James Peck of Merchant Marine, scooping his own article to appear in *Popular Science* magazine was a highlight of the special program telecast Tuesday night by WCBW, CBS video station. Program, including man-on-street interviews, talks by civic, political and religious notables, special commentaries, news and documentary films, culminated a week of unusual activity for WCBW. Station, which normally operates four hours a week, was on air Monday through Friday, Aug. 6-10, and stood by over the weekend, returning Monday and Tuesday.

People

GUY E. YELDELL appointed national sales manager of KSD St. Louis. He had managed automotive department of *Post-Dispatch*, station owner, for 18 years.

ROBERT J. LANDRY, CBS director of program writing, left Aug. 17 for London to study radio conditions. He will be gone about a month.

ROBERT B. HUTSON, director of Rocky Mountain Radio Council, joins CBS in fall as assistant to Dr. Lyman Bryson, director of education. He will supervise certain CBS educational programs.

JOSEPH HEVESI, of CBS television publicity staff, is leaving to join U. S. Steel Corp. to write commercials for the company's new *Theater Guild* program starting this fall on American.

STANLEY FLORSHEIM, director, American cooperative program department, is in Chicago on two-week business trip.

BARNEY CRAGSTON, sales manager of American cooperative programs, and George Schrier, publicity director of department, are vacationing.

CANADIAN CENSORSHIP ENDS

CENSORSHIP ended Thursday night in Canada. Last directive covered armed services request to retain certain equipment on secret list. Charles Shearer, chief radio censor, returns to Ottawa head office of Canadian Broadcasting Corp.

RETURN DELAYED

ILLNESS of Fannie Brice caused three-week postponement of her return to CBS Sunday evening series, slated Sept. 16. Young & Rubicam lining up fill-in programs for General Foods, series sponsor.

GRUBB A CASUALTY

GAYLE V. GRUBB, manager of WKY Oklahoma City, narrowly escaped severe burns Tuesday night and the WKY mobile unit was saved from being wrecked by servicemen, police and police aides. A few minutes after surrender news was broadcast, Mr. Grubb took the station's mobile unit on the streets to do his first broadcast in years. The crowd surged around. An antenna rod was broken, the wire falling on Mr. Grubb's neck. Engineers quickly grabbed the broken rod but not before the station manager was burned by the hot wire. WKY was off the air only about 10 seconds while the crowd was pushed back. Mr. Grubb completed his broadcast.

WILLARD SERIES

WILLARD TABLET Co., Chicago, Sept. 17 starts 5 and 15-minute shows, 3 to 5 weekly [BROADCASTING, July 30], on these stations (in addition to WLW and five Cal. stations now used): WAPI WSFA KLCN KTHS KGHI KLX KYA KGHF WDBO WSUN WGAC WDAK WBML WAIT WJJD WLS WSOY WTAX WEBQ WDZ WGBF WIBC WKMO WBOW KDTH KMA KGGF KOAM KSAL WIBW KALB WJBO WDSU WJEF WKZO WCAR WFOR WJDX WAML KHMO KCMO KXOX WHO KORN KMMJ KGFW WBIG WHKY WRAL WSJS WHIO KOMA KTUL WWSW WPIC WTMA WKIX WAPO WMPS KNOW WRR KFJZ KSKY KTHT KTSA KRRV WACO WSVA WDBJ KXRO KWLK KELA KAST KGY KMO KTYW WJLS WWVA WOC WMBH KWTO WROL KWBU KFEL. Several more will be added. Six-month contract placed by First United Broadcasters, Chicago.

XUM

Salute to WGAR, CLEVELAND

for best personifying its symbol and slogan contributed to broadcasting in wartime

RADIO

IN SERVICE OF HOME AND NATION

WGAR first set to words broadcasting's double-edged purpose to serve this country's needs in war—and forthwith translated these words into action. Through these many months, the WGAR slogan, "In Service of Home and Nation", has permeated an industry. Thousands of radio employees wear the WGAR created radio button. Stations large and small proudly display its plaque.

MORE
YOU GIVE
4,000,000
1,000,000
1,500,000
2,000,000
2,500,000
AR CHE
CLE
EATER CLEVELAN
MMUNITY FUND
CAMPAIGN
1920-1945
XXV

IN SERVICE OF NATION . . .

WGAR stepped forward with the personnel and facilities to take leadership in Cleveland war campaigns (as illustrated by vice-president John F. Patt, presiding as general chairman of a War Chest campaign). It has provided a medium through which a war government could inform a democratic people about the problems involved in such things as War Bonds, scrap salvage, etc.

IN SERVICE OF HOME . . .

WGAR was the first single, independent station to link the fighting front by direct broadcasts from *over there* to the families back home (as illustrated by program director Dave Baylor in the field with the American Army approaching the Siegfried line). It has brought needed entertainment and relaxation to war workers and others who have been asked to work longer hours.

Again—the proudest thing from an industry standpoint that can be said of WGAR accomplishments is that *these things can be said of other radio stations*—yes, in Cleveland (WHK, WJW and WTAM), and in other cities across this broad land. KMBC of Kansas City wasted no time in the early days of the war to recognize its responsibility to *home and nation.* Such efforts were good enough to win the Variety award for outstanding wartime service.

Of Course— KMBC-FM —*an extra service at no extra cost*

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928 ★ BASIC CBS STATION FOR MISSOURI AND KANSAS

First
IN THE ROCKY MOUNTAIN WEST WITH
FM

KLZ, Pioneer Station of the West, is pioneering again; this time in the field of Frequency Modulation.

KLZ's 1000-watt FM transmitter, W9XLA, is now transmitting on 43.5 megacycles under a developmental license granted by the FCC.

KLZ, first AM station in the Rocky Mountain region and first, again and again, through the years with innovations and improvements in facilities, programming and public service, is now first with FM in the Rocky Mountain West.

KLZ

Columbia Network

5000 WATTS
ON 560 KC.

DENVER

Affiliated in Management with the Oklahoma Publishing Co. and Station WKY, Oklahoma City

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.